

VOLUME 65

AUGUST, 1920

NUMBER 5

The INLAND PRINTER



Leading Trade Journal of the World
in the Printing & Allied Industries

Forty Cents





MONO
TYPE

“We have used slug-machine matter on our bookwork—we now produce the same matter on our own *Monotypes*. Not taking into consideration the many other Monotype advantages, our costs are less under the Monotype System.”

—Canadian Advertising Agency, Montreal

Monotype is better on any kind of work—also cheaper!



The product of the Monotype—hand-set single type

Every Monotype Job Sells Another

LANSTON MONOTYPE MACHINE COMPANY, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

TORONTO

Monotype Company of California, SAN FRANCISCO

200

This Advertisement set in Monotype Series No. 36, Monotype Borden, 6 Point No. 187, and 12 Point No. 141, and Monotype Bold.





Die-Cut Cards and Ruled Headings



Distributors of Butler Brands—
Standardized Paper

Standard Paper Company, Milwaukee, Wis.
Missouri-Interstate Paper Co.

Kansas City, Mo.
Mississippi Valley Paper Co., St. Louis, Mo.

Southwestern Paper Co., Dallas, Texas

Southwestern Paper Co., Houston, Texas

Pacific Coast Paper Co., San Francisco, Cal.

Sierra Paper Co., Los Angeles, Cal.

Butler Paper Company, Detroit, Mich.

J. W. Butler Paper Company
(Foreign Trade), New York City

Central Michigan Paper Co., Grand Rapids, Mich.

Mutual Paper Co., Seattle, Wash.

Endicott Paper Co., Portland, Oregon

National Paper & Type Co.

(Latin America), New York City

National Paper & Type Co., Havana, Cuba

National Paper & Type Co.

Buenos Aires, Argentine Republic

National Paper & Type Co.

Mexico City, Mex.

National Paper & Type Co.

Monterey, Mex.

National Paper & Type Co.

Guadalajara, Mex.

National Paper & Type Co., Guaymas, Mex.

National Paper & Type Co., Mazatlan, Mex.

National Paper & Type Co., Lima, Peru



WHAT does an order for a few thousand Cards or Ruled Headings mean to you? Is it a job to be carelessly handled or an opportunity to make a satisfied customer? The use of Butler Brands on these orders will assure you satisfied customers.

Every Butler Brand is standardized. We are as careful to keep our Cut Cards and Ruled Headings up to the standard set for them, as we are with our Books, Bonds, Ledgers, etc.

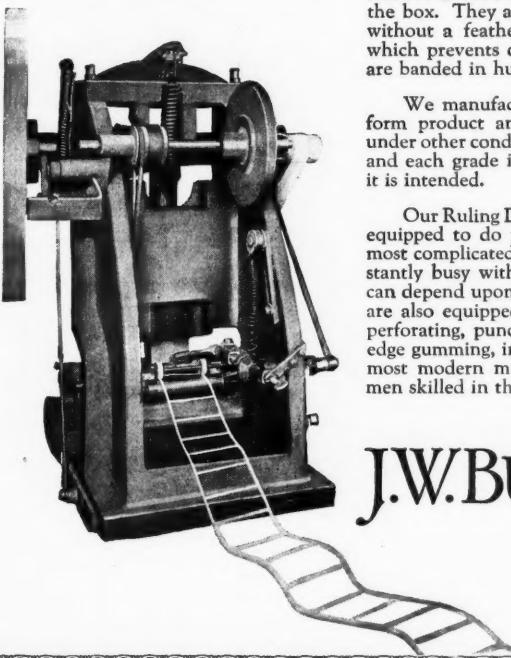
Our cards are all DIE-CUT from standard grades of Bristols. Die-cut Cards mean that every card is like every other card in the box. They are cut one at a time, perfectly square, clean and without a feather edge, with the grain running the long way, which prevents curling and loss of time on the press. All cards are banded in hundreds, packed five hundred to the box.

We manufacture all of our Ruled Headings, insuring a uniform product and better workmanship than can be obtained under other conditions. Only standard grades of paper are used, and each grade is selected for the particular purpose for which it is intended.

Our Ruling Department is the largest in the West and we are equipped to do ruling of every kind, from the simplest to the most complicated ruled form used. Our machines are kept constantly busy with special ruling for printers who find that they can depend upon us for the quality of work they demand. We are also equipped for handling special work, such as crimping, perforating, punching, round cornering, green edging, tabbing, edge gumming, indexing, binding, etc. All of this is done by the most modern machinery and tools available and operated by men skilled in this work.

ESTABLISHED 1844

J.W. BUTLER PAPER CO.
Chicago



SKIPPING WHEELS can be inserted in
American Numbering Machines

Enabling you to print checks or other numbered forms two or more on a page. With the American Model 30 or 31 it is necessary only to insert a skipping unit wheel, skipping the desired number. Write for information and we will show you how.

American Numbering Machine Co.
 220-226 Shepherd Ave., Brooklyn, N. Y.

A layout of jobs "2," "3," "4," and "5" on is shown below

JOB 2 ON
 SkipWheels
 Skipping 2

No. 1
 No. 2

JOB 3 ON
 SkipWheels
 Skipping 3

No. 1
 No. 2
 No. 3

JOB 5 ON
 SkipWheels
 Skipping 5

No. 1
 No. 2
 No. 3
 No. 4
 No. 5

JOB 4 ON
 SkipWheels
 Skipping 4

No. 1
 No. 2
 No. 3
 No. 4

DO NOT DELAY!



Perfect, economical and durable. A practical register block.
 Address
UNIQUE STEEL BLOCK CO.
 Waverly, N. Y.

GOSS

The Name That Stands for Speed, Dependability, Service

The Goss High-Speed "Straightline" Press
 Used in the Largest Newspaper Plants in U. S. A. and Europe.

The Goss High-Speed "Unit Type" Press
 Built with all Units on floor or with Units superimposed.

The Goss Rotary Magazine Printing and Folding Machine
 Specially Designed for Catalogue and Magazine Work.

Goss Stereotype Machinery
 A Complete Line for Casting and Finishing Flat or Curved Plates.
Descriptive literature cheerfully furnished.

THE GOSS PRINTING PRESS CO.

Main Office and Works:
 1535 S. Paulina Street, Chicago

New York Office:
 220 West 42d Street

JAMES WHITE PAPER CO.



Trade-mark
 Registered U. S. Patent Office

We carry in stock 234 items of BOOK and 1488 items of COVER Papers, and back them with good service.

219 W. MONROE STREET, CHICAGO

The INLAND PRINTER

Vol. 65, No. 5 HARRY HILLMAN, Editor August, 1920

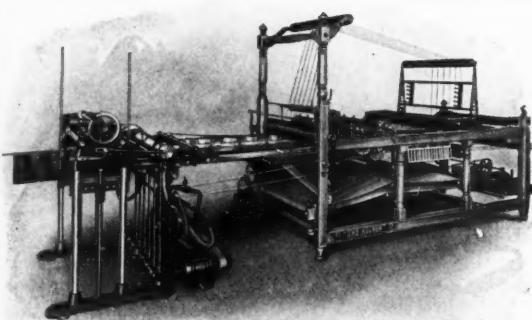
Published Monthly by

THE INLAND PRINTER COMPANY

632 Sherman Street, Chicago, U. S. A.
 New York Advertising Office, 41 Park Row

TERMS — United States, \$4 a year in advance; single copy, 40c.
 Canada, \$4.50; single copy, 45c. Foreign, \$5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at
 Chicago, Illinois, under Act of March 3, 1879.



The Central Ohio Paper Company, Columbus, Ohio, write us in regard to the Hickok Automatic Paper Feeder as follows:

"We recommend the Hickok Automatic Paper Feeder in every way, and as the foreman of our bindery says, he does not see how we ever got along without it. Your feeder handles the paper so accurately that even when faint line work is being done the paper is fed absolutely accurately. Once the paper is on the feeder and the machine going, there is no need to look again to the feeding of the paper until the job is finished."

THE W. O. HICKOK MFG. COMPANY

Established 1844

Harrisburg, Pa., U. S. A.

The Hickok Automatic Paper Feeder

Please Mention THE INLAND PRINTER When Writing to Advertisers.

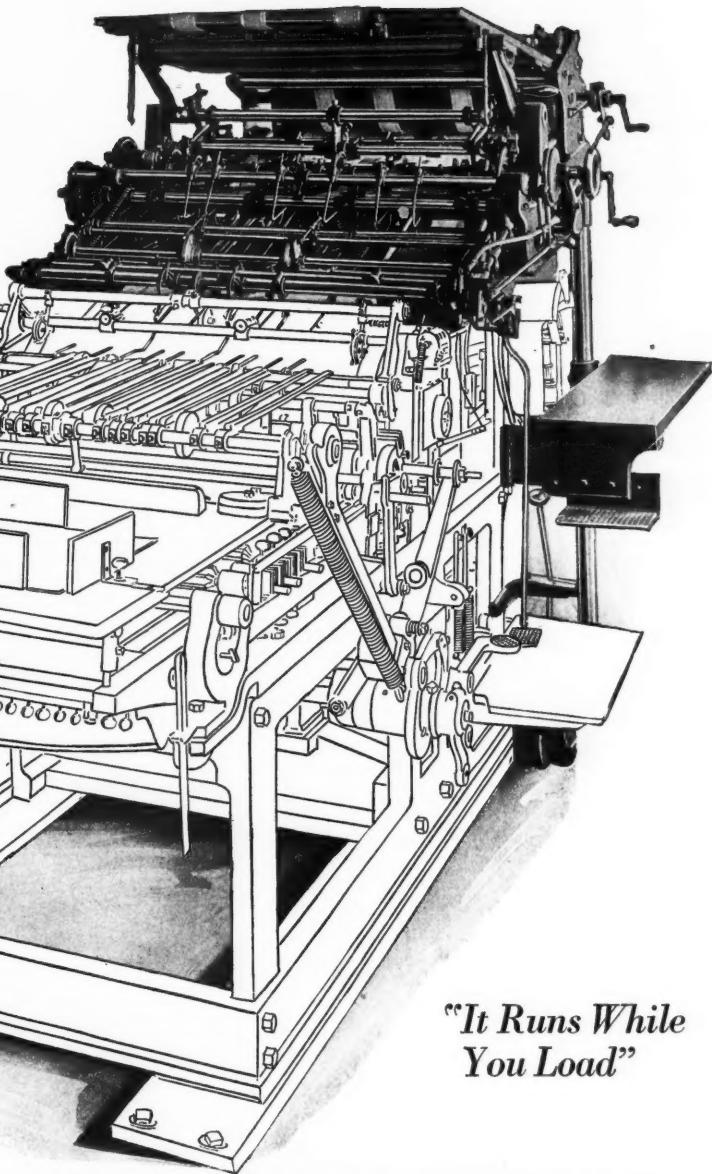
ECONOMICAL ON SMALL RUNS

"We have nine Cross Feeders in our plant, and wish to say that they are proving a very satisfactory investment."

"The ease with which they may be adjusted to different sized sheets makes them very useful and economical on small runs, and are the means of increasing our production very considerably in a day's time. On long runs we have found, by accurate compilation, that we have increased our production on each individual press between 200 and 250 impressions an hour."

(Name on request.)

We've hundreds of similar statements regarding Cross Feeder worth.



"It Runs While You Load"

THE CROSS CONTINUOUS FEEDER

To prove that Cross Continuous Feeders cut costs, increase production and produce better register, let us send you a list of satisfied Cross users in your locality. Visit these plants and question their pressmen regarding every phase of the Cross Continuous Feeder.

Verify the facts regarding the great savings automatic feeders make before deciding on any new investments in equipment.

DEXTER FOLDER COMPANY, 200 Fifth Avenue, New York

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

CHICAGO

PHILADELPHIA

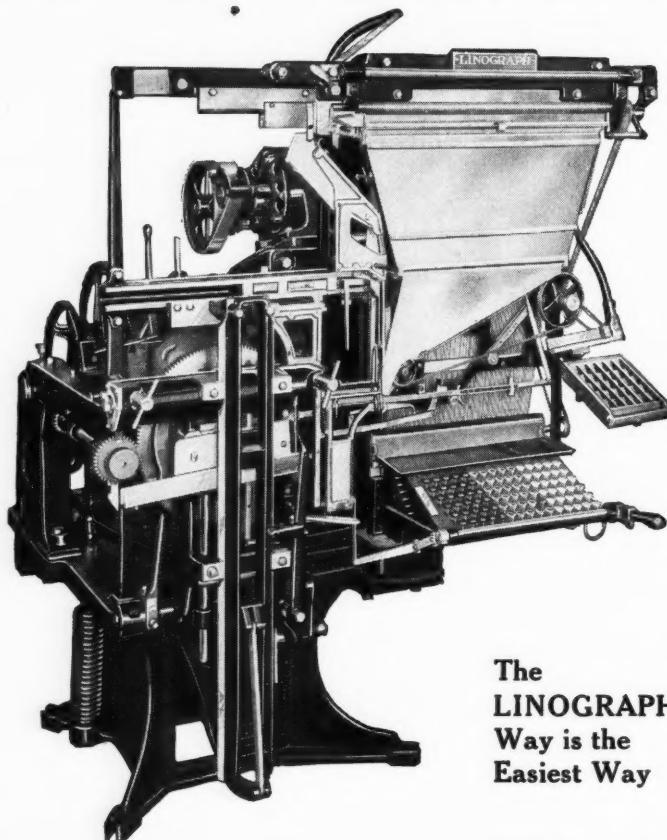
BOSTON

DALLAS

ATLANTA

SAN FRANCISCO

THE LINOGRAPH



The
LINOGRAPH
Way is the
Easiest Way

Fact vs. Guess-Work

When you want definite, reliable information about anything, you naturally turn to someone who is competent to give you the proper information.

When you want to find out how a LINOGRAPH performs in actual operation, you naturally will ask someone who has used one enough to find out for himself.

LINOGRAPH users and operators are always willing to tell you what results they obtain with a LINOGRAPH.

We are always willing to rest our case on what they may tell you.

The only suggestion we offer is that your inquiry should be directed to someone who *really knows* from *actual experience*.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

ETABLISSEMENTS PIERRE VERBEKE
General European Agent
Rue des Boiteux 21, Brussels, Belgium.

PARSONS & WHITTEMORE, INC.
Agents for Australasia
30 Market Street, Sydney, Australia, N. S. W.

Clean Cut

“Clean Cut” has attained a desirable meaning as applied to a man or his appearance. It means just as much when applied to a paper cutting job. DOWD Knives cut clean. They leave no rough edges, no fringe. A booklet is finished when trimmed with a DOWD Knife and carries the stamp of good workmanship.

For over seventy years DOWD Knives have been made right and maintained a reputation for quality.

*Send your knife or cutting problems to
DOWD of Beloit. Dowd will solve them.*

R.J.Dowd Knife Works
Makers of better cutting knives since 1847
Beloit, Wis.

CHALLENGE TWO-REVOLUTION PRESS

Size of Bed 26 x 38 Printing Surface 22 x 35 Takes Sheet up to 24 x 36

DESIGNED especially to meet the great demand for a really economical, easily handled, high class, two-roller, fly-delivery two-revolution press that will turn out all kinds of commercial work, as well as handle publications, book work, etc.—in fact, it's the "all-around" two-revolution. It is a marvel of smooth, quiet, easy running, registers perfectly and may be safely operated at a speed of 1800 impressions per hour without Air Springs and 2250 per hour when equipped with Air Springs. (It is sold both with and without Air Springs, at option of purchaser.)

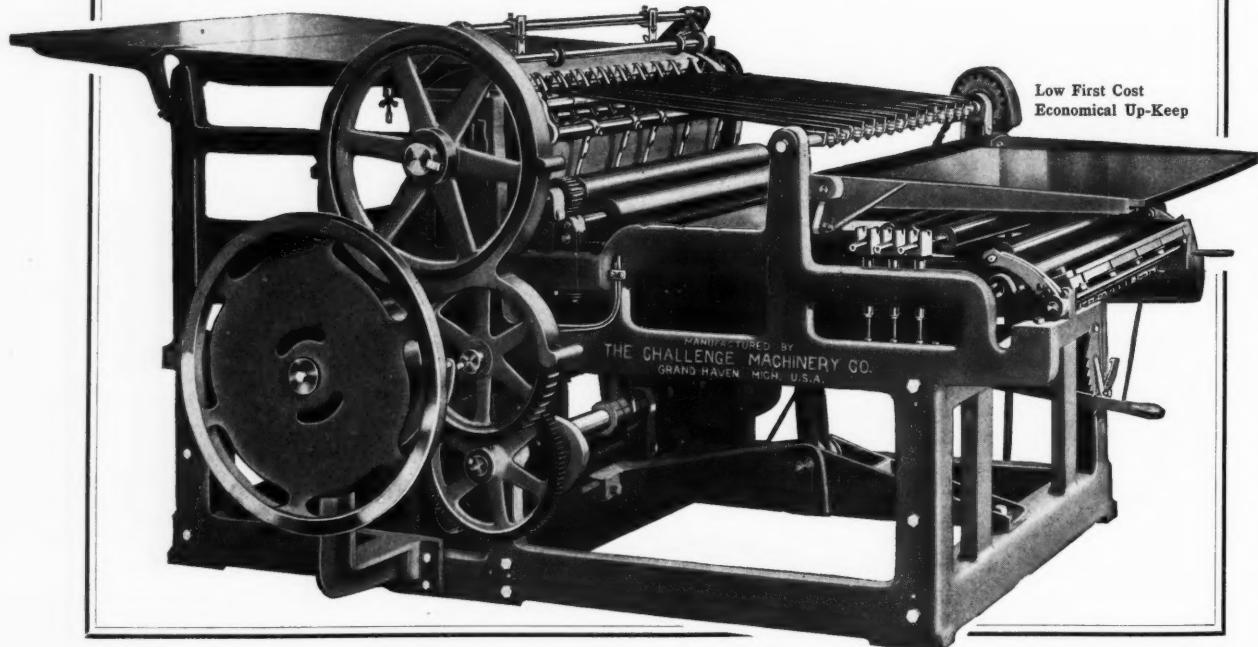
It has Rack-and-Screw and Table Distribution, Two Form Rollers, Impression Trip, Brake, and many other conveniences usually found only on presses costing a great deal more. In its low first cost, economical up-keep, superior product and low cost of operation it represents the best possible investment you can make.

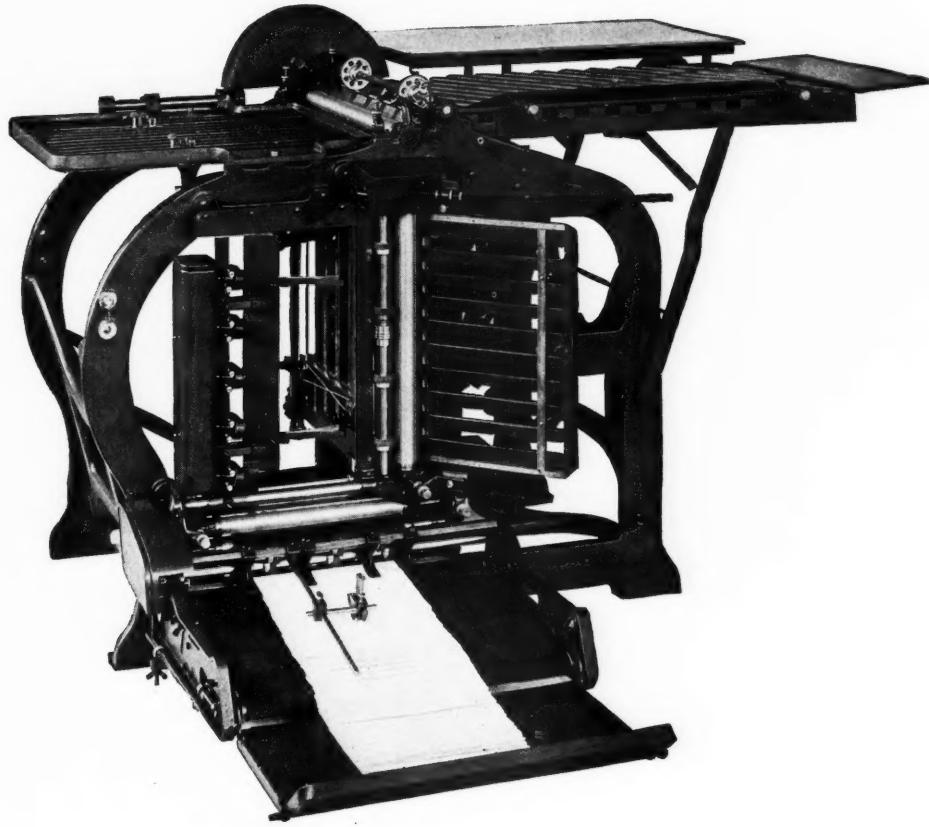
YOU OWE IT TO YOURSELF TO SEND NOW FOR FULL PARTICULARS AND PRICES

Manufactured by **The Challenge Machinery Company, Grand Haven, Mich.**

Chicago, 124 S. Wells St. New York, 71 W. 23d St.

Low First Cost
Economical Up-Keep





The "Cleveland" For Quantity and Quality Production

THERE ARE NO KNIVES, TAPES, CAMS,
CHAINS OR SPROCKETS TO SOIL THE
SHEETS OR DELAY PRODUCTION

Let us tell you more about it!

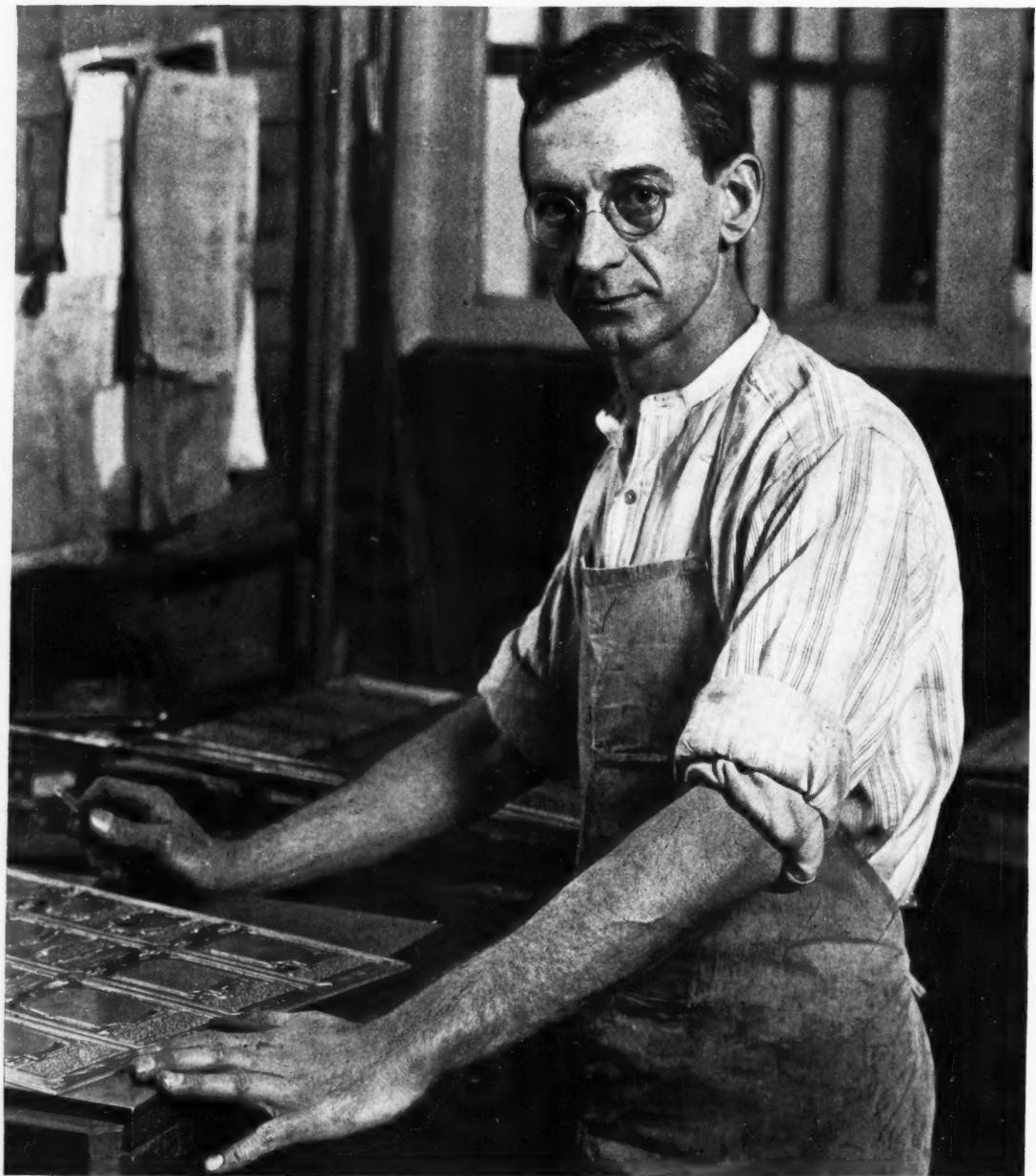
THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, New York
The Bourse, Philadelphia

532 South Clark Street, Chicago
101 Milk Street, Boston

The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland and all Countries
in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ontario, Canada.



“Charley” Stever, *Expert Finisher*

His  Mark

Interviews with Royal Men *Mr. Charles Stever*

“If a plate isn’t *right*, it isn’t fit to print.”

That’s what Charley Stever said when we asked him for a statement for publication in connection with the work he does for Royal.

Charley is one of our finishers—one of our experts. You’ll notice he has a graver in his right hand—indeed, we rate him equal to an engraver as a workman. He takes the complicated jobs, the fussy fine register, four-color process kind, and goes over them as an engraver would, looking for minute faults which he corrects according to his experience in making a plate “fit to print.”

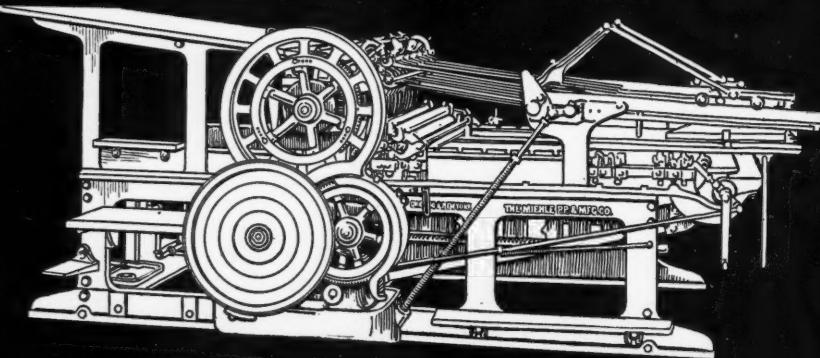
Charley’s time and skill are virtually given to Royal customers, because his work saves make-ready time on the printing press. Such plates as he works on would undoubtedly “get by” with less skillful finishing, but this might mean that the pressman would have to stop to correct the faults which Charley discovers first.

There are countless combinations in the make-up of color schemes calling for over printings and register problems on printing plates, all of which keeps Charley busy in his work of giving extra Royal service.

It is men of his quality we are featuring as factors in our organization. We want our customers to know that behind every one of the twenty-two operations in the making of an electrotype there is a Royal workman *worth knowing*. Charley Stever is conspicuous among them.

**Royal Electrotype Company
Philadelphia, Pa.**

The Miehle



THE PRICE

WERE we to base our price upon the value of the Miehle to its users, it would undoubtedly be the highest priced press in the world.

On the contrary, the price of the Miehle is based solely upon its cost of production. And this cost of production is kept at a minimum by the employment of every device which will increase our efficiency without a reduction in the quality of the press.

And, therefore, we make use of the great economy in manufacturing, made possible by our large production, to maintain a price which secures to the printer the greatest possible return upon his investment.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block
NEW YORK, N.Y., 2840 Woolworth Bldg.
ATLANTA, GA., Dodson Printers Supply Co.

PHILADELPHIA, PA., Commonwealth Trust Bldg.
DALLAS, TEX., 611 Deere Bldg.
DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

BOSTON, MASS., 176 Federal St.
SAN FRANCISCO, CAL., 693 Mission St.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

THE IDEAL CABINET

is the one that provides maximum working efficiency in a minimum of floor space. That's what "saves the minutes," thereby increasing the output and reducing costs. A glance at the Hamilton Cabinet No. 549 (in wood, No. 2010), illustrated hereon, will convince the particular printer that in these points this design is about 100% right.



No. 549—Steel. (Same Design in Wood, No. 2010.)

No other type cabinet embodies so much real efficiency in so little space, nor so many desirable features in such convenient arrangement. Note especially the full-length Lead and Slug Case, the Spacing Material Cases and the Quarter Cases. Everything the Compositor needs. Minimum of interference—maximum of speed.

DETAILS:

Both sides alike.
Full-length sloping work bank, 18 x 72 in.
Twenty-three full-size California Job and one Blank Case, with Pulls, and mortised Label Holders, in each tier.
Two Swinging Trays for Quarter Cases.
Copy Drawer.
Electric Lights over head and over cases.
Full-length Lead and Slug Case with duplicate compartments for all em measures, 4 to 28.
Complete equipment of Justifying Materials Cases in tray over Work Bank.
Panelled Ends and Back.
Height to working surface, 41 inches.
Finish: Steel—olive green; Wood—antique gloss.
Total floor space required, 72 x 35 in.

Manufactured by

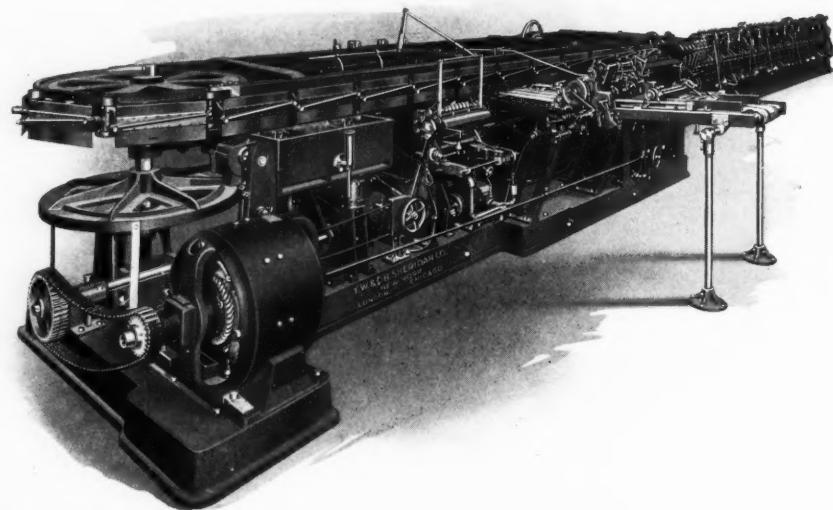
The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere

SHERIDAN Continuous Covering and Binding Machines

Our Supremacy Upheld



THE SHERIDAN Continuous Coverers and Binders, despite any misstatements by competitors' salesmen to the contrary, are lawfully made and sold by us under the protection of our own patents, and are not infringements of any other patents. Indeed, these continuous machines have been through a test law-suit, started in 1916 against a customer and defended by us. These machines came unscathed through those years of litigation (except for a single minor feature, an attachment, of a form which we do not need, and have discarded). The machines themselves were held by the U. S. District Court to be original with us, not following or borrowing from the competing patent either in principle or structure. The U. S. Circuit Court of Appeals have now unanimously affirmed the favorable decision, thus once for all establishing our rights, and the rights of our customers, throughout the United States.

Our customers therefore may feel absolutely free of fear of infringement or suit.

Over a quarter of a century devoted to specializing in the manufacturing of Pamphlet Coverers and Binders, has enabled us to produce machines far superior in general construction and capable of turning out better bound books with a larger output than possible from any other machines. This is demonstrated by the fact that the three largest publishers in the world within the past year have installed complete equipments of Combination Perfect Binders and Gatherers.

If you are in need of Gatherers; Coverers; or Perfect Binders; Combination Gatherer, Wire Stitcher, and Gatherer; or Combination Gatherer, and Binder; consult us and we will gladly give you the benefit of our many years of practical experience.

T. W. & C. B. SHERIDAN COMPANY
New York Chicago

Greatest National PRICE LIST

Ever devised and used in *any* industry, com-
piled under the direct personal supervision of

R. T. PORTE

One of the country's most noted authorities on printing
costs, and all matters connected with printing and publishing

Assisted by a large, trained corps of Accountants, Estimators and Cost Experts



The FRANKLIN PRINTING PRICE LIST is a service embracing practically every type of printing done. It gives specific prices on each item, based upon the national averages of printing costs gathered by representatives in every section of the country, so that a printer has absolute assurance of taking a normal profit on every printing job.

The Weekly Service submits to every lessee of the FRANKLIN PRINTING PRICE LIST definite, up-to-the-minute facts on prices, revisions and changes taking place, all tabulated in the most effective manner and ready for instant application, there being no figuring involved in making quotations.

The Weekly Service also includes a publication known as THE BUSINESS PRINTER, a live and peppy medium transmitting to lessees timely and inspiring information and chats on printing matters.

A Monthly Advertising Service is provided all users of the FRANKLIN PRINTING PRICE LIST—at no expense—to enable the printer to sell his product through advertising.

Information may be secured by writing directly to this company, or by communicating with any printers or paper-supply house or type foundry.

Over six thousand five hundred printers are now using the FRANKLIN PRINTING PRICE LIST. Its fame is spreading far and wide.

Join this list of Franklin Printers to whom the big business man of today is giving all his printing orders. Printing buyers generally now know about Franklin Printers and are seeking them out to do their work.

National magazines are used to further the interest of these printers. Don't you want to participate in the benefits of this type of co-operation?

Write today for detailed information.

We maintain an organization department devoted primarily to the promotion of the interests of printers and publishers.

If you need help, call upon us and we shall co-operate to the fullest extent in consummating the organization of printers or publishers in your section, to the end that all may benefit.

PORTE PUBLISHING COMPANY

226 Atlas Block, Salt Lake City, Utah

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO

636-704 Sherman Street

PITTSBURG

88-90 South 13th Street

ST. LOUIS

514-516 Clark Avenue

KANSAS CITY

706 Baltimore Avenue

ATLANTA

40-42 Peters Street

INDIANAPOLIS

151-153 Kentucky Avenue

DALLAS

1306-1308 Patterson Avenue

MINNEAPOLIS

719-721 Fourth St., So.

DES MOINES

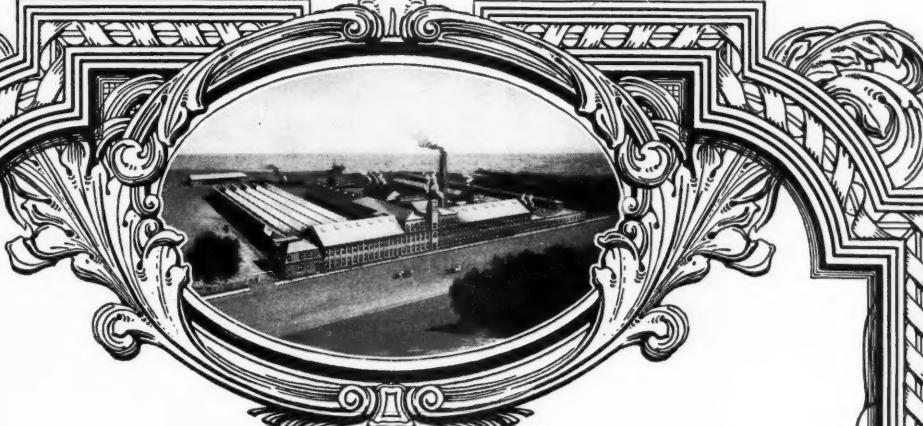
609-611 Chestnut Street

CLEVELAND, OHIO

1285 West Second Street

SPRINGFIELD, OHIO

Shuey Factories Building



A NEW BASIS of ECONOMY

in the production of high grade cylinder presswork is being established in many printing plants throughout the world.

The Universal Equipment OPTIMUS is the foundation upon which the owners of these plants are building for greater profits. The *important* factor is this: The operating advantages of the OPTIMUS are visible.

Our Best Advertisements Are Not Printed—THEY PRINT!

THE BABCOCK PRINTING PRESS MFG. CO.

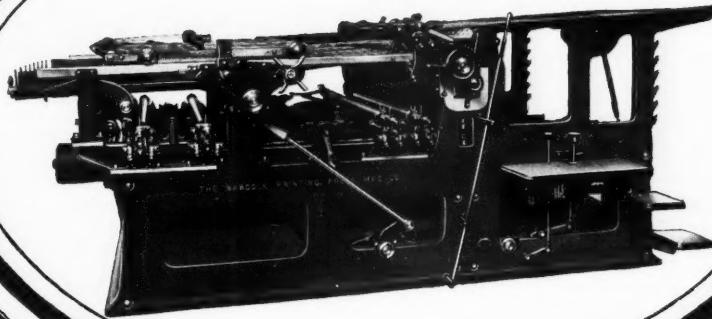
NEW LONDON, CONN.

NEW YORK OFFICE, 38 PARK ROW

Barnhart Bros. & Spindler, General Western Agents, Chicago, St. Louis, Dallas,
Kansas City, Omaha, St. Paul, Seattle.

Miller & Richard, General Agents for Canada—Toronto, Ontario, and Winnipeg.

John Haddon & Company, Agents, London, E. C.



BABCOCK

Life is one great Ad
Venture after another

Our Specialty is the elimination of
Venture in the use of
Printing Inks
Thus releasing
Your overtaxed energies
To register
The full development of
Your Art

Sigmund Ullman Company
Highest Quality Printing Inks
NEW YORK CHICAGO

The Fabrikoid Process adds beauty and long life to fabrics; some heavy and rugged, others dainty as linen—all pliable, scuff-proof, stain-proof and water-proof.

F DU PONT
FABRIKOID



... For re-binding
the masterpiece you love

For harmoniously preserving the master-touch it contains with the atmosphere and charm of the old binding—Fabrikoid is the ideal material.

Fabrikoid is made in many weights, grains and colors—to meet almost any whim. But all are durable; all are rich in appearance; all are scuff-proof and water-proof. Bindings of Fabrikoid may be washed—finger-prints or grease-spots cannot permanently mar them.

And Fabrikoid is an economical material from the bookbinder's viewpoint. It cuts in large multiples with minimum waste; it is easy to work and to apply; it embosses and takes gold perfectly. Find out all about it. Write for a sample.

DU PONT FABRIKOID CO.
WILMINGTON, DELAWARE

Branch Offices:

21 East 40th Street New York City
Dime Bank Building Detroit, Mich.
Gugle Building Columbus, Ohio
McCormick Building Chicago, Ill.
Merchants Bank Building Indianapolis, Ind.
Harvey Building Boston, Mass.
Chronicle Building San Francisco, Cal.
Plant: Newburgh, N. Y.

F A B R I K O I D



Bookbinding Materials

Sold by the following Distributors:

Alling & Cory Company, Pittsburgh and Rochester
Becker Supply Company - - - New York City
John Campbell Company - - - New York City
H. D. Catty & Company - - - New York City
Central Ohio Paper Co. - - - Columbus, Ohio
Henry B. Day Company - - - Los Angeles, Cal.
Louis de Jonge & Company, Chicago, Ill., and N. Y.
Gane Bros. & Lane, Chicago, Ill., N.Y. and St. Louis
Thos. Garner & Company - - - New York City
H. Griffin & Sons Company, N.Y. C. and Chicago
Hayes-Bartlett Company, N. Y. City and Chicago
Johnson Paper Company - Harrisburg, Penna.
Marsh & Kidd Corp. - - - San Francisco, Cal.
Marshall, Son & Company - - - Boston, Mass.
National Book Company - Chattanooga, Tenn.
John H. O'Donnell & Company, New York City
E. C. Palmer & Company - - New Orleans, La.
C. & W. Pyle Company - - - Wilmington, Del.
Queen City Paper Company - Cincinnati, Ohio
Louis Schulman Co. - - - New York City
Shattuck & Bickford, Inc. San Francisco and Los Angeles
J. L. Shoemaker & Co. - - Philadelphia, Penna.
Shulte Bros. & Company - Philadelphia, Penna.
Slade, Hipp & Meloy - - - Chicago, Ill.
Tamm & Company - - - New York City
Charles T. Wheelock & Co. - - Boston, Mass.
Whitaker Paper Co. - - - Baltimore, Md.
White Son Company - - - Boston, Mass.

Kramer Vault Cut Storage System

(Unit Plan)

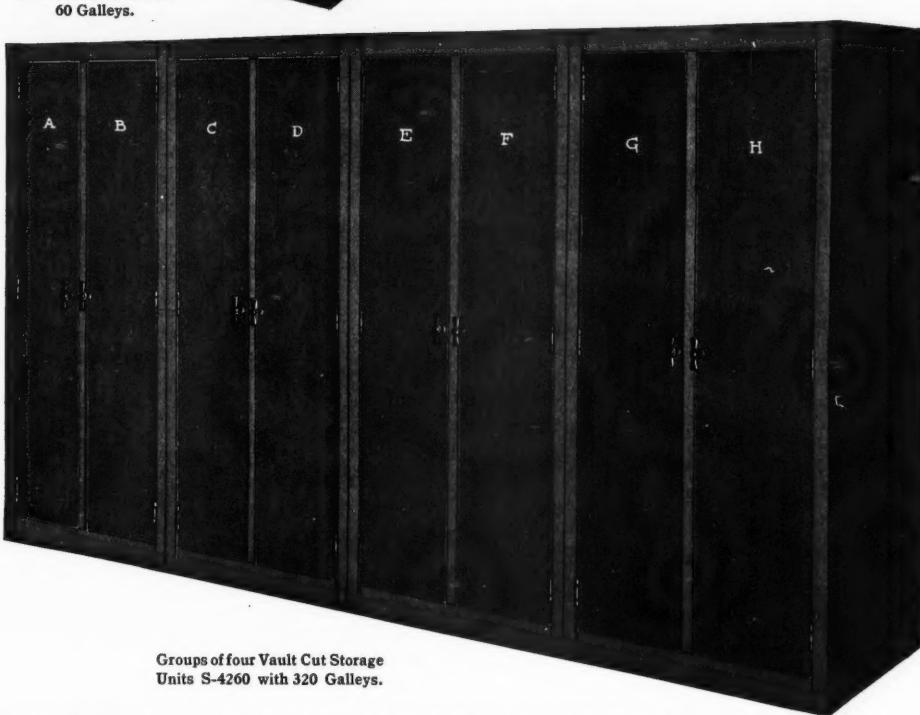
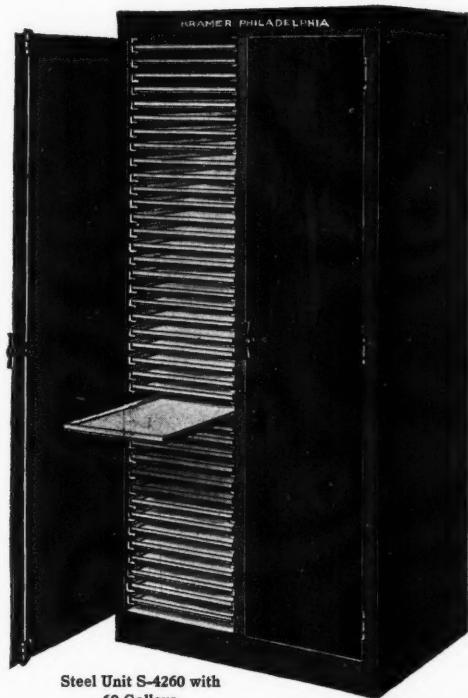
Make Your Cuts Safe

A practical, desirable and convenient system for the storage of half tones, electrotypes and plates. Each vault has two heavy doors with lock and contains two tiers of steel galleys, closed at both ends. The entire galley can be placed on proof press and proof taken of contents. Made in Units containing 60, 80, and 100 galleys. Also Units containing adjustable flat shelves for storage of plates and mounted cuts in quantities. This system provides safety from fire, water, or theft. One lock secures the entire Unit. Three-way-locking device. Units in stock as follows:

S-4259—With 60 galleys 12 x 18	\$230.00
S-4259-A—With 12 shelves 13 x 18 $\frac{3}{4}$	175.00
Size of Unit 30 x 19 $\frac{1}{2}$ x 47 $\frac{1}{2}$.	
S-4260—With 80 galleys 12 x 18	\$290.00
S-4260-B—With 14 shelves 13 x 18 $\frac{3}{4}$	210.00
Size of Unit 30 x 19 $\frac{1}{2}$ x 61 $\frac{1}{2}$.	
S-4261—With 100 galleys 12 x 18	\$350.00
S-4261-C—With 16 shelves 13 x 18 $\frac{3}{4}$	245.00
Size of Unit 30 x 19 $\frac{1}{2}$ x 76 $\frac{1}{2}$.	

This system has numerous advantages over all other cut storage plans at about one half the cost. Any cut located instantly.

All Size Units in Stock



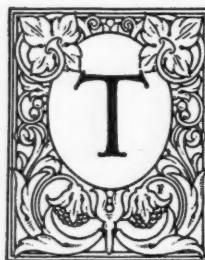
Groups of four Vault Cut Storage Units S-4260 with 320 Galleys.

KRAMER WOODWORKING COMPANY (Kramer Steel Products Co.)
FOURTH AND LEHIGH AVENUE CONTINUOUSLY SINCE 1797 PHILADELPHIA, PENNSYLVANIA



*Reproduced from The Saturday Evening Post of Philadelphia
Copyright, 1920, by the Curtis Publishing Company*

Some things we have learned about the Art of Lead Moulding



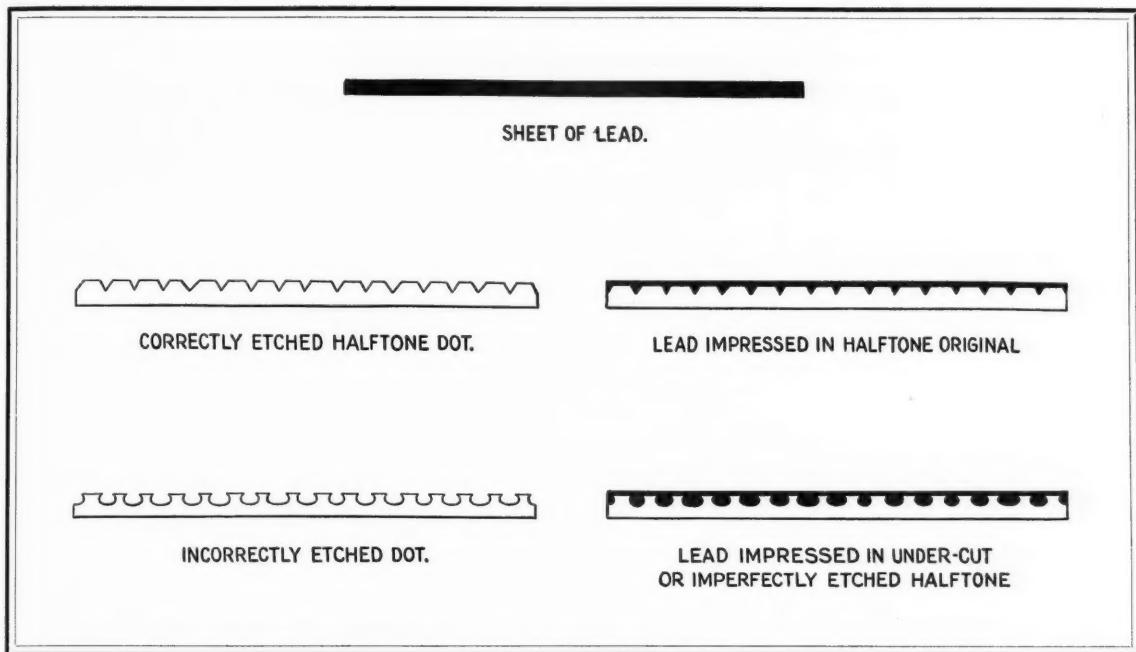
HE process of making electro-types by moulding in a sheet of pure lead instead of plastic wax has not only placed the electrotype on a parity with the original engraving, but has given the printer a duplicate plate that in some respects is superior to the original itself. Nickel steel is much harder than copper. Not only does it wear infinitely longer, but takes and gives ink better than copper and has the additional advantage of not affecting the values of colored inks which injuriously affect copper.

Engravers and printers have come to recognize these facts, but perfect lead moulded electrotypes

can not always be expected unless the engraver, the printer and the electrotyper agree on certain fundamental rules which must be observed by all concerned.

The process of lead moulding differs from wax moulding in that it is not practical to lead mould from mounted originals. They should be sent to the electrotyper unmounted. Metal bases are no more practicable than wood bases.

Engravings should be on copper of 16-gauge thickness and etched as clean and deep as the fineness of the screen or line will permit. Right here is a danger point which must be carefully avoided. There is a right way and a wrong way to etch a half-tone dot if the original is to be electrotyped. *Undercutting* the dot is the *wrong*



way. Even a wax mould can not be pulled away from the undercut dot and show a perfect impression. Look at the diagram and you will see why. Lead, like wax, will flow under pressure and when lead flows *underneath* the edges of the dots, something is going to happen when the sheet of lead is pulled away. What *does* happen is a burr or ragged edge on the dots of the mould.

Originals should also be carefully routed, with all high shoulders or ragged edges tooled sharp and clean. Burnishing should be avoided as much as possible, and finally, the dead metal and bearers should not be disturbed, but left on the plate as shown by the illustration on the opposite page. If more than one color is to be used, mark each color on bearers.

Retaining the bearers and dead metal helps to preserve the delicate gradations of vignettes and high lights. It also insures accurate register and is absolutely essential for perfectly *curved* electrotypers.

If type matter is to be used in combination with copper etchings, the type should be locked up without the engravings. Type should not be lead

moulded because it can not stand the pressure. Wax is the proper moulding medium for type. But with space allowance for illustration, plus allowance for saw cutting, no difficulty will arise in combining the lead moulded duplicate of the engraving with the wax moulded replica of the type. Proofs, pasted by the printer, showing position and graphically describing what is wanted, make it easy for the electrotyper to get a clear idea of his instructions.

Finally, make it a habit to consult the electrotyper when unusual jobs come up. Find time, if you can, to visit his foundry and get acquainted with the *whole* problem as it presents itself to both of you. You can't deliver invariably good work to *your* customers unless you do this; and the electrotyper will welcome your visit—it means easement of his own troubles.

The members of the International Association of Electrotypers are eager to give better service, and with that object in mind have offered these suggestions on the subject of lead moulding. Have you any suggestions to make to us? If so, let's have them.

INTERNATIONAL ASSOCIATION *of* ELECTROTYPEERS

This space contributed by The Eclipse Electrotype & Engraving Co., Cleveland, Ohio.

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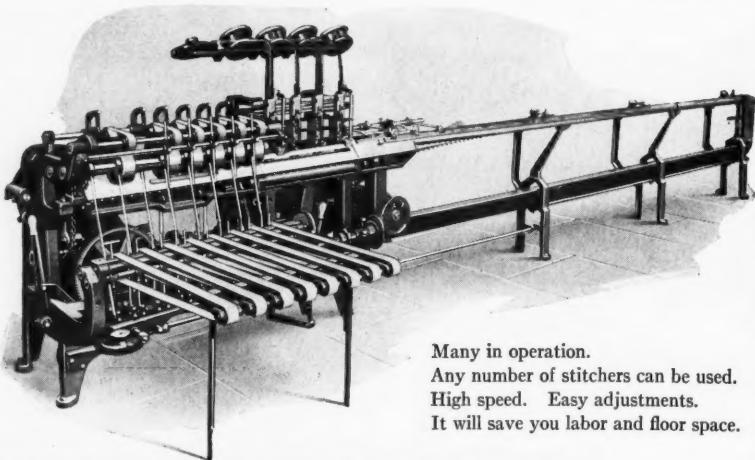
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It will save you labor and floor space.

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a perfect tabbing compound

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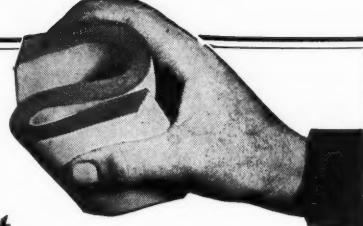
Patented, June 1, 1920

Tabbing Compound

Printers and binders all over the country are trying NUREX and come back with repeat orders. Look up the list of NUREX jobbers in the July issue of *The Inland Printer*. Write to the distributor in your territory for a list of users of NUREX near you. Better still, order a trial shipment and satisfy yourself that NUREX is the perfect tabbing compound.

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The NUREX Tabbing Pot is designed for use with NUREX Tabbing Compound. Ask the nearest distributor of NUREX for circulars giving full information and prices.



WHEN machinery stops running and workmen stand idle — *that means loss*. STATIC ELECTRICITY is the cause of the slowing up of machinery and men — *every printer knows it*.

Get Greater Results, increased production, and better quality, by installing in your plant

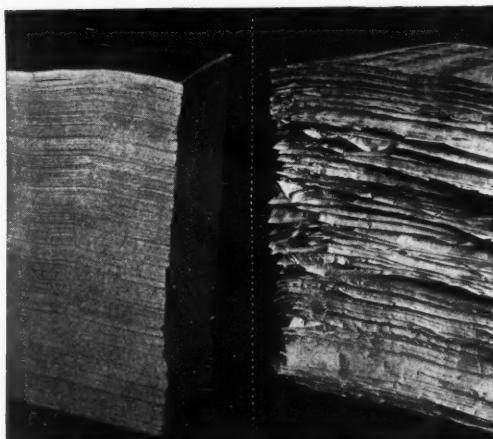
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It will remove your static electricity troubles, allow your presses and pressmen to work full time and at full speed.

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Cutting Cost of Set-Up · Make-up · Lock-up

DON'T BLAME your Composing Room Foreman when cost of set-up, make-up and lock-up (likewise make-ready) is higher than it ought to be, and output falls behind, and profits almost seem to disappear—if you compel him to *trim, mortise, miter and bevel* in the old by-hand, by-guess, by-luck way. Ask him. He'll admit *time is being sacrificed* every day, every hour, that could be saved with a



Miller Saw-Trimmer

IT is the antidote for the high composing room costs, for inaction and delays, for wasted time, wasted money and wasted human energy.

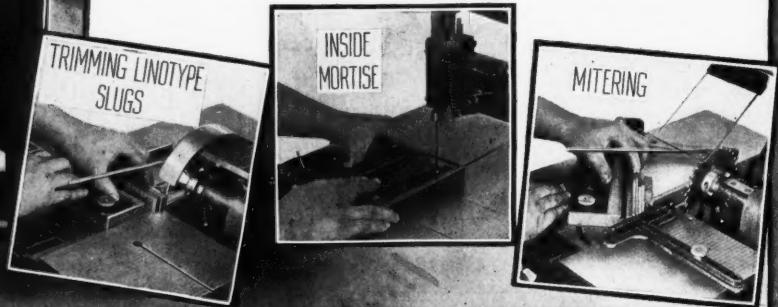
A JOB may show a profit under the old conditions—usually does, or you would shut up shop. But in the Miller Saw-Trimmer-Equipped-Plant, *every job* requiring Miller treatment (and most jobs do) shows *extra profit*. In addition to saving of time over the old hand methods of treating cuts, etc., the mechanical accuracy of Miller Saw-Trimmer operations insures a perfect set-up, make-up and lock-up, resulting in a saving of time in make-ready, as well as freedom from workups and other causes for stops during the run. In brief—a higher quality of printing as well as a substantial increase in production.

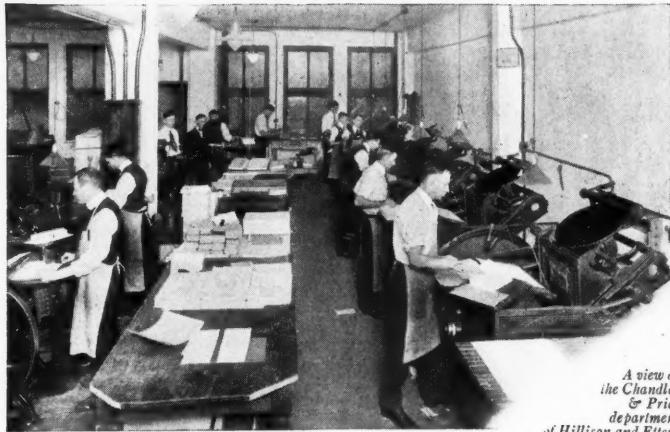
YOU NEED a Miller Saw-Trimmer to put new *pep* into your workmen—to inoculate them with new enthusiasm, new pride in their handiwork—to get away from tedious waiting and delays—from alibis that spread the habits of inaction, inefficiency and careless methods throughout your entire plant.

WE WANT you to *find out* just what it *can* do for you—and the easiest and quickest way to find out is to drop us a line *today*, requesting the whole story of the Miller Saw-Trimmer.

MILLER SAW-TRIMMER Co.

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*A view of
the Chandler
& Price
department
of Hillison and Etten,
Chicago.*

Hillison and Etten CHICAGO

FROM the print shop with one or two Chandler & Price Presses to a larger printing establishment with a battery of Gordons, has been the rule everywhere.

Invariably, the rate of growth of a plant has been the same as the rate of growth of its Gordon department.

Above is a view of the busy Chandler & Price department of Hillison and Etten, Chicago. Fifteen years ago they started with two Gordons. Today they have twelve.

They, too, have grown by gradually adding to that part of their shop equipment which proved the most profitable.

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Chandler & Price
Presses

The Chandler & Price Co., Cleveland, Agencies in All Principal Cities

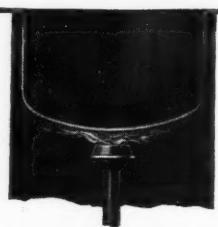
The Chandler & Price Semi-Steel Chase—Guaranteed Against Breakage

The Construction is Scientific



Modern Engineering Science has worked many wonderful improvements and economies in the processes of industry—

In the construction of the



In the old-fashioned furnace the flames touch only the bottom of the Pot



But in the PERFECTION the flames cover the entire Pot—sides as well as bottom

Perfection Metal Furnace

It shows a saving of nearly one-half in fuel and time required to melt a pot of metal

It does this very simply by making the outer shell conform exactly to the shape of inner pot. This confines the flames close to the pot, and the conical-shaped bottom permits the flames to reach up the sides, covering the entire pot. Thus the metal is melted in the shortest possible time, with greatest economy of fuel

Thirteen different sizes and styles of the PERFECTION are made—one to suit every Linotype, Intertype, Stereotype or Monotype—burning gas, gasoline, coal or wood. Ask us for specifications and price on the one that will be most efficient for your plant

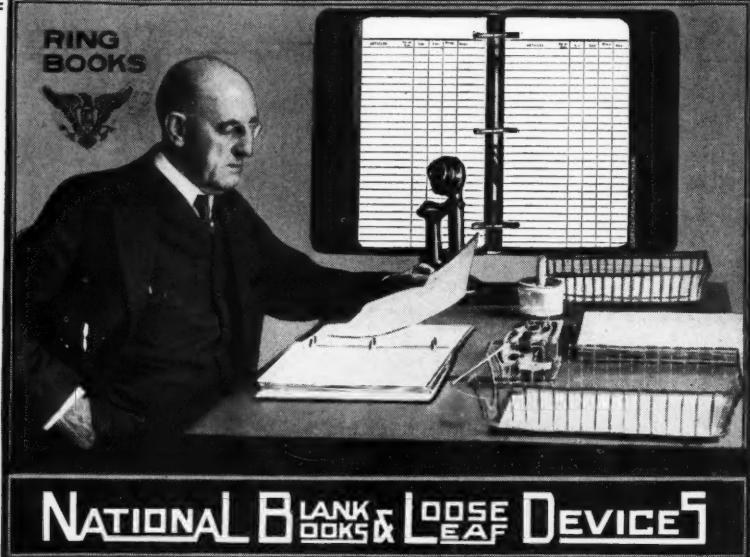
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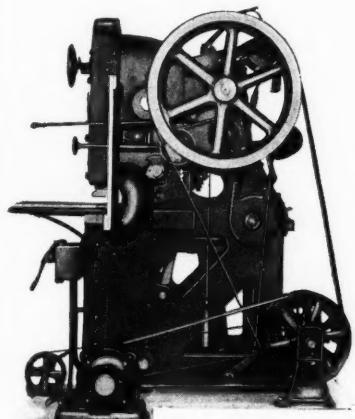
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When you get a job of blank work, do you search all over your plant for quads, spaces and rule—or do you use the more economical, time-saving, money-making method of casting up the job on the machine?

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The Matrix Ruled Form system offers to every printer a means of producing rule and blank work quickly, economically and with less material—it saves time—and time is money nowadays—saves labor, saves material, saves sorely tried patience of the printer who spends half the day looking for spacing material.

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The Matrix Ruled Form system is not an experiment, it is a proven success—its use by many satisfied users is a certificate of proven ability to produce blank work at a great saving in time and labor.

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by cutting the cost of production in your press room. That is one of the best ways of meeting current conditions—the way they are being successfully met by hundreds of other printers and lithographers.

If you are interested in cutting costs in your press room, you will want a copy of this booklet, which describes some of the methods used by such well-known houses as Charles Scribner Press, New York; Plimpton Press, Norwood, Mass.; The Ketterlinus Litho. Mfg. Co., Philadelphia; Gies & Co., Buffalo; Blosser-Williams, Atlanta; Corday & Gross, Cleveland; The Cargill Co., Grand Rapids, Mich.; Strobridge & Co., Cincinnati; Rogers & Co., Chicago; Buxton & Skinner, St. Louis; Brown & Bigelow, St. Paul; Smith-Brooks Printing Co., Denver.

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Helps to Bigger, Better Production

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Reducol Compound adjusts inks to daily changes of atmospheric conditions and the varied grades of paper. It softens the ink, instead of thinning it. Eliminates picking and mottling. Does not affect colors. Neither a dryer nor a non-dryer.

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Transparent, and does not affect the color. Gives quick and satisfactory results.

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Saves all valuable components of metal, restoring it to original condition, and greatly prolonging its life.

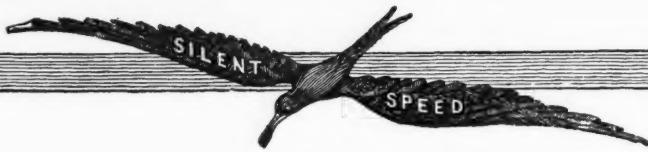
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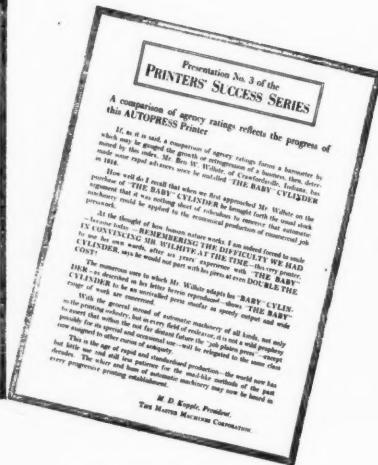
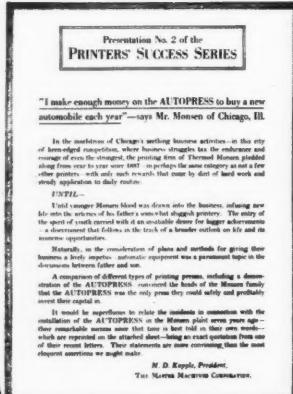
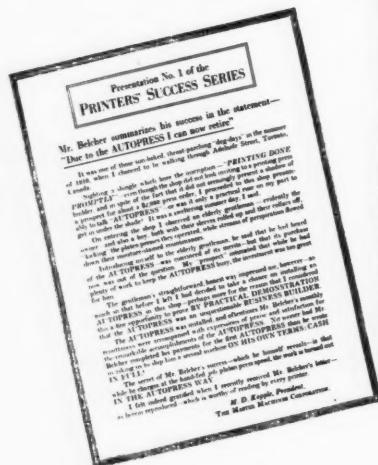
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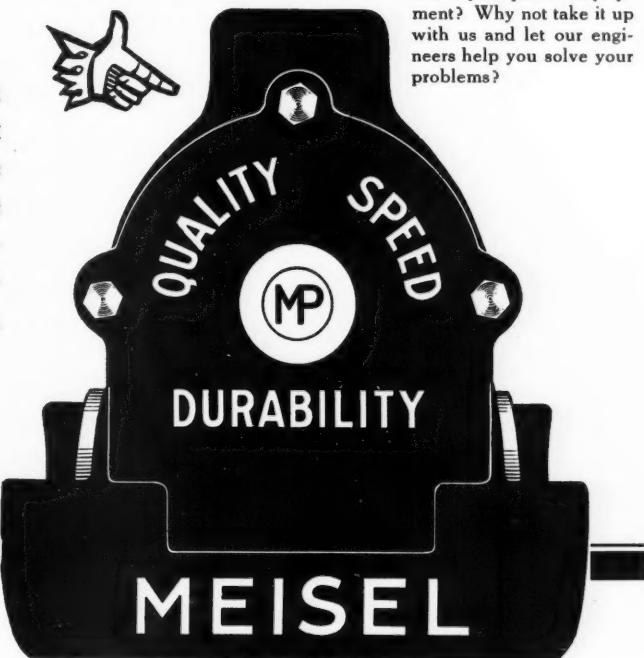
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Your hand-covered, side-stitched, paper-bound books are too costly because hand covering, when compared with machine work, is slow and expensive.

A Better Way

Why not write or send in samples of your complicated stripping? We will show you how to make a tremendous saving.

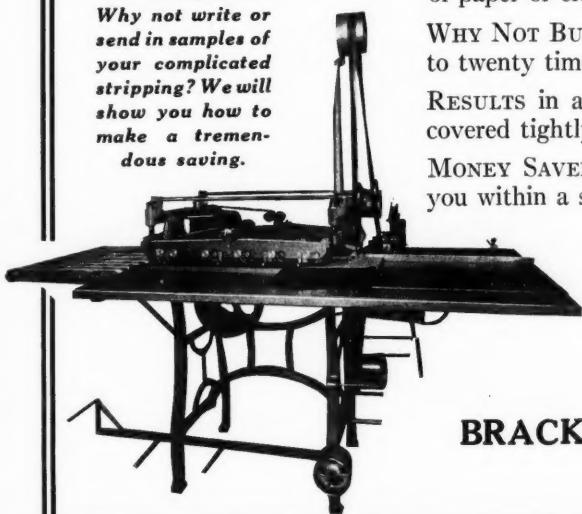
to bind these books is to gather the paper covers with the sections, stitch and strip the back with a harmonious color of paper or cloth on the Brackett Stripping Machine.

WHY NOT BUY an inexpensive machine that will produce ten to twenty times as much in an hour?

RESULTS in a better bound book with stitches and the back covered tightly.

MONEY SAVED in labor and rent will more than recompense you within a short time for the investment.

It is an all-purpose machine which will strip end sheets, reinforce outer sections, make hinged covers, hinge maps, cover the backs of books $\frac{3}{4}$ " to 1" thick and strip index sheets or any other stripping which is done by hand.



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The following FALCON PRESSES are rebuilt and guaranteed for all practical purposes as good as new. They are the fastest and strongest hand-fed presses built, automatic delivery, printed side up in jogger:

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These Falcon Presses can be hand fed at above speeds with no more exertion than required to obtain half the output on other types of job presses.

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One slightly used DEXTER PILE FEEDER for Folder, max. sheet 36 x 48, min. sheet 26 x 32.
Good as new.

One FUCHS & LANG CENTURY BRONZER, 42 x 56, will take sheet 44 x 56 max. Extra good,
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One ROSBACK AUTOMATIC INDEX CUTTER with adjustable rack, practically new.

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One BROWN MODEL No. 350 FOLDER, sheet 18 x 24 to 36 x 48, 16 p. and 32 p. perforators and double trimmers, Auto Side Registers at 1st and 2d folds and Push Side Registers at 3d and 4th folds; sheet retarders and two Push Packers. This machine is as good as new.

One ROSBACK MULTIPLEX PUNCHING MACHINE with outfit Punching Members, and with direct geared motor (rawhide pinion) 220 A. C., 60 cycle, single-phase.

Two SHERIDAN POWER SIGNATURE AND BUNDLING PRESSES, good as new.

One SEYBOLD POWER SIGNATURE AND BUNDLING PRESS, good as new.

One MARRESFORD TIPPING-IN MACHINE. This machine is as good as the day it was built — not even scratched — a bargain.

Rebuilt Linotypes and Intertypes.

Write us your requirements. Our facilities for rebuilding this class of machinery are the best.
Our work is the very highest class.

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We have the following Miehle Presses which we offer subject to prior sale. Owing to the great demand for these presses would suggest wiring, 'phoning or writing us at once.

One PONY, bed 26 x 34, both deliveries, regular belt or individual motor drive. We will rebuild this and can ship in about three to four weeks, from Toronto.

One PONY, bed 26 x 34, both deliveries, ind. motor drive. In extra good condition. Immediate shipment from Toronto.

One No. 3½, bed 31 x 42, 2 form rollers, both deliveries, individual motor drive. In first-class running condition. Immediate shipment from Colorado, or Toronto if shipped here.

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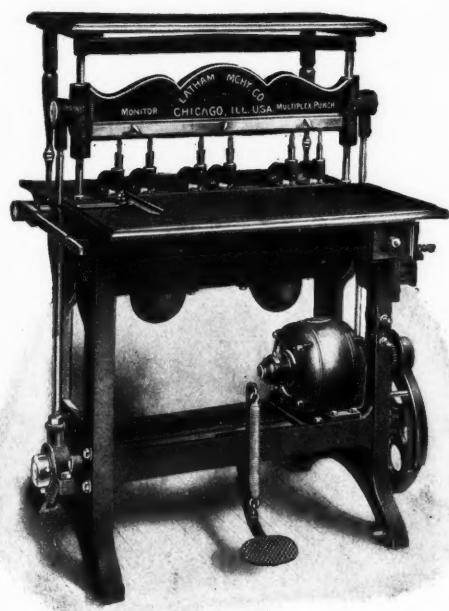
One No. 1, bed 39 x 53, 4 form rollers, both deliveries, ind. motor drive. We will rebuild this and can ship in about two months from Toronto.

One No. 2-0, bed 43 x 56, 4 form rollers, with Upham Two-Color Attachment, both deliveries, ind. motor drive. This press has had very little use and seems as good as the day it was put in. Can supply Dexter Pile Feeder for this press also if desired.

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Toronto Type Foundry Co., Limited, Toronto, Canada

MONITOR Multiplex Punching Machine



It Is Important to Consider

The ultimate investment in punching equipment when purchasing a Punching Machine. Don't overlook the fact that the cost of the various style punching members you will eventually buy will far exceed the cost of the machine itself.

The MONITOR is of heavy, rigid construction and will outlast any other. The punching members cost no more. Get the satisfaction and efficiency that comes from owning a Monitor.

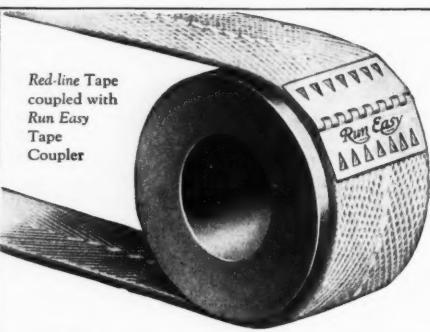
No Tools Required for Locking Punch Heads in Position.

Latham Machinery Co.

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coupled with
Run Easy
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tape, like lots of other cheap
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Red-line Tape is sold in rolls of thirty-six yards
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Meaning that forty is the price of our new and latest development in a Black that will print on M. F. Book, S. & S. C. and Enameled Book. Free flowing, dense in color and an Ink that will run true.

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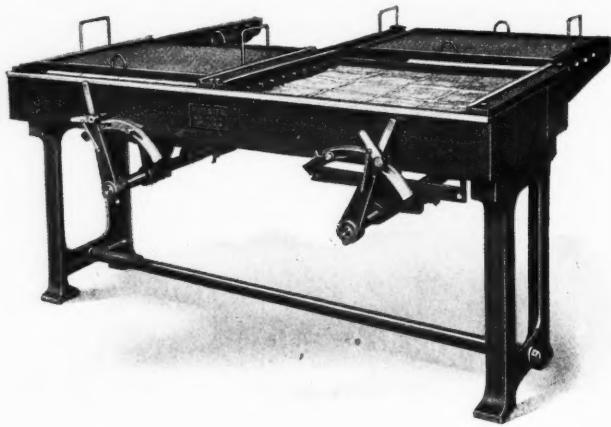
THE WESEL FINAL BASES AND HOOKS for holding printing plates on printing presses. The best of all for the purpose. Send for descriptive booklet.

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Our Western Representatives are advised
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Now! [They are a slight expense when you
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(PATENTED)

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Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

FOR SALE BY THE

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Also Type Foundries and Dealers Generally

\$400,000 Printing

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WARNOCK PATENT BLOCKS and Catches.
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Most of these machines are individual motor driven. All motors are 220-volt direct current.

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Very complete composing room containing iron imposing surfaces, Miller and other saw trimmers, routing machines, proof presses, thousands of galleys, galley racks, type and stands, etc.

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Lanston Monotype Casters and Keyboards.

HANCOCK PERFECTING LINEUP MACHINE.

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RICH & McLEAN, Inc.

73 Beekman Street
NEW YORK CITY



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The heads of the departments of the Arbor Press are picked men, chosen as leaders in their respective fields. It is their business to see that quality and production are maintained, but a premium is placed upon their ability and enthusiasm in training the men they direct. Under men of this character advancement is rapid and certain.

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Douglas C. McMurtrie
The Arbor Press
Greenwich, Connecticut



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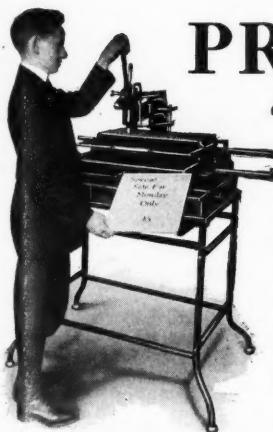
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CHAS. H. AULT, PRESIDENT & TREASURER

LONG BEFORE YOU WERE BORN THE JAENECKE REPUTATION FOR MAKING HIGH-CLASS INKS WAS AS GENERALLY RECOGNIZED AS IT IS TODAY

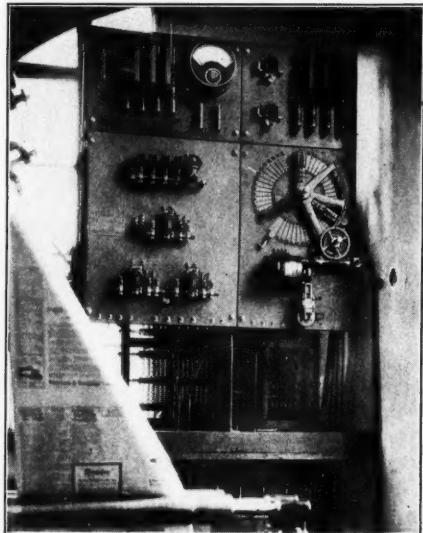
MANUFACTURERS OF
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Our goods can also be obtained from
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"First Aid Hints to Printers." Our little booklet just issued is yours if you'll only ask for it.



Full Automatic A. C. Control Panel. The panel controls the driving motors of a Duplex Tubular Press, the folder of which is shown in the foreground.

Absolute Control *at a touch of the fingers*

Sprague Electric Full Automatic Alternating Current Control System for Newspaper Press.

Increased output and less trouble in running off editions are secured if a Sprague Electric Full Automatic System is used.

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Branch Offices
in Principal Cities





VOL. 65, No. 5

AUGUST, 1920

The Leading Trade Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, EDITOR

LEADING ARTICLES IN THIS ISSUE

The "Old Man's" Efficiency Man.....	593
BY H. E. MILES.	
Printers and Direct Advertising Service.....	595
BY MURRAY E. CRAIN.	
Selling by Keeping Still.....	596
BY MICHAEL GROSS.	
Standardization in the Graphic Arts.....	598
BY N. J. WERNER.	
In the Small-Ad. Jungle.....	599
BY ARTHUR PEMBERTON.	
A Financier's Point of View on Capital and Labor.....	601
EDITORIAL.	
An Action that Deserves Commendation.....	602
EDITORIAL.	
"George Did It." Being a Testimonial in Honor of George H. Benedict.....	608
Job Composition — The Value of Comparison.....	609
BY J. L. FRAZIER.	
John Smith's Bookkeeping — No. 8.....	613
BY R. T. PORTE.	
John H. Bennett's Inventions in Halftone Photography.....	618
A New Field for Printers.....	620
BY WARD WILLIAMS.	
English in the United States.....	624
BY F. HORACE TEALL.	
Selling from a Price List.....	626
BY C. A. RADFORD.	

Complete classified index will be found on page 677

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Fuchsias and Rollers

A minister, illustrating a point in his sermon, said: "You plant roses in the sunshine, but if you want fuchsias to grow they must be planted in the shade." After the sermon one of his parishioners clasped his hand and said: "I appreciated your sermon this morning very much; I never knew before why my fuchsias did not grow."

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PHILADELPHIA, 521 Cherry Street
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that thought can be
made healthy and
only by thought that
labor can be made
happy; and the two
cannot be separated
with impunity

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The Inland Printer

LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

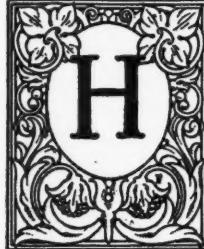
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AUGUST, 1920

NUMBER 5

THE "OLD MAN'S" EFFICIENCY MAN

BY H. E. MILES



URON, the silent bookkeeper of Marsden, Price & Co., had just stepped noiselessly into the private office of J. M. Marsden, senior member of the firm. "What is it, Huron?" inquired the "Old Man," happening to glance up. "The costs, sir," replied Huron, "they are still going up, and last month's sheets show composing room costs of two dollars and eight cents an hour." "What!" exclaimed Marsden, with sufficient vehemence to cause his human figuring machine to jump and glance hurriedly at the exit. "Composition costs still going up, and the boys losing nearly every job they figure on, to say nothing of those two Hornbuckle booklets that went through at a loss of a hundred apiece? Something's got to be done to curb this price-cutting competition."

"Yes, sir," replied Huron, as though agreeing with the boss might somehow help the situation.

"Why," went on Marsden, "even the Marblehead company and Frosts have threatened to quit us if we don't stop hiking the price on 'em, and how in time are we going to do it unless the costs stop climbing?"

"If I might offer a suggestion"—said Huron, which remark was so unusual that Marsden sat up straight and stared at him. "Shoot!" said he.

"When I was with the Hefflin Scale Company the same thing came up, and they called in an efficiency man."

"Efficiency man! Efficiency man!" exploded Marsden, "I don't believe there is such a thing in the printing business. Why, Bolin, out there, is supposed to be the best composing room foreman in town, and

he doesn't seem to know anything except how to put on two extra men every time we get one extra job. What did the efficiency man do?"

"Well, sir, I don't know that I can tell all he did, but he had the shop rearranged, and put in some new machinery and accomplished what he called 'standardization' and 'specialization,' and in less than four weeks the production costs began to come down. Then there were weekly conferences between the department heads and sales force, and finally the shop began running overtime to fill orders, and while the prices were cut considerably, the scales seemed to be better than ever and the following year the company declared a dividend of twelve and a half per cent."

"Gee whillikens, man, do you suppose you could make a factory out of a print shop?" cried Marsden.

"I don't know why it couldn't be done," replied Huron, ignoring the personal allusion. "The only difference I can see between this business and the scale factory is that most of their goods were completed before they were sold, while yours are sold before you begin to make them. That makes it impossible to figure costs before you figure selling prices, and I have noticed that your salesmen don't know the least thing about what a job is really going to cost."

"They have the cost sheets all before them, don't they?" remarked the "Old Man."

"Yes, but what seems to bother them is that the job always takes longer than the ones did that they are going by, and even the same identical job never shows the same time on the cost sheet."

"I know it," said the O. M., "I've figured most of these jobs lately myself, and I have set hundreds of them in my time, but I'm blessed if I can tell how long it will take a man to do it. But the question is,

where is it possible to find such a thing as a print shop efficiency man?"

"Perhaps some one in the shop would have some ideas," suggested Huron.

"Ideas! Why, man, all men seem to think about these days is how to stall around and do as little work as possible. When I was working at the trade —"

"I beg your pardon," interrupted Huron, "but I have heard that a good many factories are having shop conferences, and some of the men are becoming very much interested and often offer good suggestions. We might do something like that and perhaps find out some things without calling in an efficiency man."

"That's the longest sentence you ever spoke, Huron, but I believe you said a mouthful. How would you suggest holding a shop conference?"

"Well, sir, I understand the Bowser Cash Register Company has them right after lunch Fridays, for one hour, and that some of the best things the shop has done have been suggested by the men. Then, they have a suggestion box, and give a prize for the best suggestion offered each month."

"By George!" exclaimed the O. M., "we'll pull something like that, and start with this composing room. Much obliged for the tip, Huron, guess you're entitled to the first prize."

On the following Friday Bolin posted a notice of the first shop conference of the composing room of Marsden, Price & Co., calling the boys together at 12:30 P. M. The notice caused considerable comment, but at the appointed hour the shop's dozen composing room employees were draped about the foreman's desk in expectant attitudes. Old Man Marsden came into the room, mounted the platform at the desk, and said:

"Boys, you all know that we have to have work to keep you employed. Lately competition has been so keen that we have had to fight to get our share of work, and some of it has been done with little or no profit, if not at an actual loss. Added to this, costs, especially in the composing room, are going up all the time. Now, it has been suggested to me that for the purpose of reducing costs we establish some sort of shop practice similar to that employed in manufacturing plants, so that work can be put through at a profit, and at the same time enough of it sold to keep us busy. Most factories employ what is known as standardization and specialization to reduce shop costs. I am going to leave it to you how to do that in this composing room, and every month I am going to give five dollars for the best suggestion which is adopted and put in actual practice during the month. In the meantime Bolin will make a few changes in the shop which I believe will be of advantage, and your suggestions may take the form of kicks any time you think things are not done properly. If any one has any suggestion to make right now, I should like to hear it."

Harlow, the red headed compositor who handled most of the commercial work, was the first to speak: "I don't like to make the first suggestion in the shape of a kick, but while you are talking about the hour cost going up, why wouldn't it be better to have all the commercial type in my alley and sort up the cases and put in some lead and slug and rule cases that no one else can use, so I won't have to run around the shop looking for material? I believe I could save considerable time on small work that way."

"That's good, Harlow. What do you think of it, Bolin?" asked the O. M., turning to the foreman.

"A good idea," said Bolin, "and one Harlow has spoken about before, but we have put it off because there seemed to be so many things it was necessary to make requisitions for."

"Yes, I know," said Marsden, "requisitions haven't always met with favor — it seems hard to be adding new material for every job."

"Yes," replied Bolin, "but the reason material has to be bought for every job is that no two jobs are alike, and Doran, the advertising man, is always sending in layouts that require special rule or something."

"Well, we'll try to get the material Harlow needs in his department, anyway. Anybody else?"

As no one else had a suggestion, the conference ended. But before the week rolled around, several had been handed in and within a month the shop slogan, "Standardization and Specialization," had been adopted and many improvements made in that direction. Each kind of work was in a department of its own, with the best man in that line handling it exclusively. Material for all standard sizes of book pages was kept for the makeup, and a chart made showing the standard size book pages for each size of paper. The stoneman was provided with regular lengths of furniture for each chase, and enough of it so that he could keep it separate and reach it quickly.

A chart was put up by Harlow showing the standard pica measure of each size of card or commercial form, and he had many of the forms standing that he could use for any job. Every unnecessary step was eliminated, and the addition of much needed material helped to conserve time, besides improving the quality of the work. A distribution system was installed that made it possible for one man and the apprentice boy to keep all the material in the cases. All of the antiquated and worn out type was dumped and traded in for new material.

In less than three months the hour cost was reduced in the composing room, and a corresponding decrease was made in the pressroom, where a large saving was made by better forms and less registering time.

"You see, Huron," said Old Man Marsden, one morning, as if he had discovered it all himself, "we had some efficiency men right here in the shop."

PRINTERS AND DIRECT ADVERTISING SERVICE

BY MURRAY E. CRAIN



RINTERS in many cases advertise themselves as direct mail specialists," said the mail order business man, with a smile, "but how many of them have really made a study of the subject? Well, perhaps a great many. But how many use their knowledge? Not many, I fear."

Asked to explain, he continued: "I sell by mail, partly by catalogues, but a great deal by letter, too, with some attractive enclosures. I haven't been in the business so very long, and when I came in I could have used some good, sound advice to advantage. I didn't want to ask for it straight out, but I gave the local printers plenty of opportunity to slip me some. Did I get it? I did not. The printer did the work as it was laid out. His services beyond that consisted largely of handing me a statement, and endorsing my checks. Far be it from me to grudge a printer or any one else the money he makes in business. It is usually fairly earned. But I make this contention: If a printer isn't somewhat of a specialist on direct advertising, he should be, and if he is, he shouldn't hide his light but let it burn steadily and brightly.

"Many business men use direct mail because they believe in it. They try it out and then quit. Why? Because they make mistakes. They don't know that they make mistakes. They don't get results from their direct publicity, and they quit it. And does the printer who made the inserts or handled the multigraph work do anything about it? Not a thing, as a rule. He doesn't go to the trouble of inquiring as to whether the campaign was a failure or a success. He didn't pay any attention to the copy. He handled the whole thing in a mechanical way. His work was all right, but none of his brains went into it. The advertiser threw some money away, and direct advertising lost a pal.

"The printer has a tremendous advantage right off the reel. The advantage is that he doesn't know anything about the proposition being sold. The advertiser knows too blooming much. He is so close to his business that he assumes his prospects know as much about it as he does. The upshot is that many of his letters are ambiguous, so far as the recipient is concerned. I remember that in my early days I overlooked explanations of some vital points, and had to send out another letter — 100,000 of them — to cover the phases I had forgotten. Now before I send a letter out I make it a point to read it to some person who doesn't know anything about the proposition. If the letter explains

everything it should, all right. But my experience has been that it seldom does tell the whole story, or even the salient features in it. Perhaps I have been wrong in not making more of a confidant of the printer, but he certainly has not encouraged this sort of thing.

"He seems to think that it isn't his place to make suggestions. I don't believe any business man would think a printer was butting in if he offered a pointer or two. The purse of the business man is directly concerned, and he isn't going to complain because the printer tries to save him some money, or make the money he is spending get better results.

"In my young days I used to put all sorts of enclosures in letters. Did a printer ever gently hint that I might do better to limit this procedure? He did not. I had to learn by bitter experience that one enclosure was plenty if I didn't absolutely have to use more.

"Did a printer ever suggest that I might do well to spend a little more money and have the addresses filled in to make a personal letter, instead of making it frankly a form letter? And above all, did a printer ever give it as his opinion that the proposition in hand was so expensive to the buyer that it would pay to have every letter actually typewritten, instead of having it multigraphed and the address filled in? The answer is in the negative.

"My experience — again gained at some cost — has been that no form letter, sent as such, is any good. Others have had the same experience, but none, so far as I know, has ever advanced the reason I have in mind. Why shouldn't the form letter be as good as the personal letter? Some say the recipient is displeased because the writer doesn't think enough of him to write a personal letter. That may be, but the real reason form letters don't pull is that they aren't read.

"Don't believe this? It's true. I should feel perfectly safe in sending a form letter like this to a list of the brightest men you know:

Neckties for gifts!

What man doesn't like a good looking tie? It adds the finishing touch to his personal appearance — it either makes him a prepossessing individual or it utterly ruins the general effect. Our ties make men look dressed up, because we sell the tie with some idea in mind of the personal appearance of the person for whom it is designed.

These ties are worth five dollars each. But once in a while we get the Christmas spirit ourselves. So just tell us what sort of man you want the tie for, and we'll pick out a tie and send it to you as a token of appreciation of your past favors.

"This is ridiculous, of course. No house is likely to give away neckties, regardless of the amount of past

business done with any one. But as I say, we should be perfectly safe in writing such a letter, if it were a form letter, simply because few people would read as far as the paragraph about the free tie. If it were filled in carefully, it would be a different matter.

"I haven't anything against printers, and I think a great deal of some of them. I am sure they could have saved me a lot of money in the past, and I wouldn't reject their suggestions now without careful considera-

tion. I'm sure, though, that printers are overlooking a good bet in not extending a helping hand more frequently. They should do this, first, because they should have the interest of their clients at heart, and, secondly, because direct advertising is regularly losing some good patrons because the patrons don't know how to handle their propositions. Printers should let the public know that they really have a knowledge of direct publicity and that they aren't keeping it secret."

SELLING BY KEEPING STILL

BY MICHAEL GROSS



HE big chief was making his regular four o'clock round of the sales office, stopping at each man's desk, as was his custom, to pass a few words regarding things in general and the salesmen's prospects in particular. Strang noticed that Compton, one of the new salesmen, seemed anxious to avoid the boss, but the boss suddenly cut across the salesroom and came over to Compton's desk.

"How is the Fowler Cutlery Company order coming along?" was the first question the big chief asked of Compton, after greetings had been exchanged.

"I'm afraid we've lost that one," Compton stammered. "I think the Statling Press got the contract."

The boss gave the peculiar "ahem" of his that somehow seemed more effective by far than any reprimand, and Compton hurried on with his explanation.

"I can't understand Mr. Fowler at all," he began. "I almost talked him deaf, dumb and blind on our proposition; told him exactly how we intended running the job; showed him where our rough sketch would be elaborated on; explained the easel and the hanger we were going to use; and gave him every other possible detail to justify our price. He listened to my whole 'spiel' and then, the next day, turned right around and gave the order to the Statling people. Can you beat that?" Compton ended up, in a rising crescendo of righteous indignation.

"Perhaps not," the boss came right back at him. "But I do believe I could beat your selling methods in this particular case. From what I hear of Mr. Fowler, you should have sold him this job by keeping still, not by giving him what you choose to call a 'spiel.'"

"I believe Mr. Strang can explain my meaning in detail," the boss went on, as he caught sight of the perplexed look on Compton's face. "If I remember rightly he also had the idea, when he started in the selling game, that the chief asset of a good salesman lay in a smooth flowing, ever ready gift of gab. When

he discovered how to sell by keeping still he saved his voice, his customers, his job, and his reputation."

No sooner had the door of the private office slammed behind the portly figure of the big chief than Compton turned to Strang. "Where does he get that stuff? Selling by keeping still! If he thinks it possible to get orders by that method why doesn't he hire his men over at the deaf and dumb asylum?"

"It does seem a strange remark for the boss to make," Strang agreed, "but you musn't take it too literally. That's where I made my mistake when he gave me the same advice a few years ago. I thought he wanted me to go into a customer's office, lay my sketch on his desk, and then sit like a dummy until my man either wrote out an order or rang for the janitor to have me thrown out."

"Well, what else does he mean if he doesn't mean that?" Compton asked, puzzled.

"The best way to answer that question," Strang replied, "is to tell you how I first tried to get orders by talking, and then, following the advice of the big chief, managed to sell ten times as much as under the old plan by knowing how to keep still at the right time.

"When I started out to get printing orders in my early days I labored under the delusion that a salesman's main qualification was the ability to 'talk a streak.' If I could only get a chance to give a buyer an 'earful,' I used to think, the order was as good as mine. That was a rather flattering opinion to hold of myself, I'll admit, but it didn't get me any orders. Looking back in retrospect, however, I don't think the talking did as much harm as did the fact that I failed to give my customers credit for human intelligence. I could not get myself to believe that the man I was trying to sell had a thinking apparatus of his own and liked to be allowed to use it once in a while.

"From the explanation I heard you give the boss," Strang went on, "I believe you suffer from the same fault. You said that you showed Fowler how the rough sketch would be finished up; told him how we intended running the job; the kind of easel and hanger

we would use, and so on. Are you sure that Mr. Fowler didn't know the sketch was only a rough one and that it had to be finished up; that it would require four colors to reproduce the effect, and just what the easel and hanger were going to look like?"

"Maybe he did know these things," Compton admitted, "but I've been taught that it is always best to anticipate a customer's questions and objections and answer them before he has a chance to even ask."

"That's another one of those rules that remind me of some famous proverbs," Strang said. "To know exactly when to use them requires a very high order of intelligence, but if a person has a very high order of intelligence he doesn't need proverbs to guide him in his conduct.

"I can give you advice on this subject in all sincerity, because I thought exactly as you do. I would go into a buyer's office with a sketch, and the moment I lifted off the tissue cover I would start to talk. First, I would carefully and painstakingly explain that the sketch was only in the rough — as if my man couldn't see that for himself at the first glance. Then, before the customer could get a word in edgewise or give a thought to the idea the artist was trying to convey, I would begin pointing out the different features of the design that I was in mortal fear the buyer would overlook. 'See the way this head is worked up,' I would start off. 'I believe it is an improvement even over your regular trade mark. And here is where an actual can of your product can be inserted. And do you notice how the peculiar shading makes this line of lettering seem to stand away from the card?' I would rave on in this manner ad nauseam, discoursing on things that were self evident, until the customer, in desperation, would start to say something. Then I would work my famous 'anticipation' stunt. No sooner was half the sentence out of my man's mouth than I would attempt to finish it for him. If he began: 'But don't you think that . . . ?' I would stop him with a restraining gesture and say: 'Oh, that arm will be fixed in the finished sketch.'

"This trick of taking a sentence out of a man's mouth might have been a very effective one, if it were done right. Invariably, however, my guess was wrong, and instead of the arm I would find that the customer was talking about a foot, and that he would never have noticed the arm was wrong if I hadn't tried to anticipate his objection. Also he would get peeved because I had interrupted him.

"Every now and then some customer would manage to get over a question without interruption and then sit back and wait for an answer. But I would go right on with what I was saying before my man thus rudely interrupted me, and would let the query and its answer go by the board. This also had quite a soothing effect on a buyer, as I afterwards discovered.

"Another thing I found out at the same time was that it was mighty hard to 'talk a streak' without saying something that would have been better left unsaid. For instance, our artist would tell me a certain part of a design was 'out of drawing' or made wrong in some other way. The fault would never be noticed by the customer, provided his attention was not directly called to it, but I would 'anticipate' his objection and thereby show up that trifling error as a glaring mistake. Then I would have to invent a second explanation to cover my first explanation of the fault, and soon I would find myself in a hopeless muddle.

"The boss evidently saw what my difficulty was, for he took me into his office one morning and gave me a nice long lecture on the art of selling by keeping still. When the interview was over I wrote out four rules and pasted them over my desk calendar. And they are still here."

Strang picked up the desk pad and read:

"Rule one: Never 'talk a streak' unless the customer asks your opinion of the thing you are trying to sell him — and then talk only if you really know what you are talking about.

"Rule two: Never discourse on the obvious. Give the customer credit for enough intelligence to know a rough sketch when he sees one; to know a good drawing, and to know a good piece of lettering.

"Rule three: Never answer a question until your customer asks it. In other words, don't ask yourself the question you think the customer is going to ask and then proceed to answer it out loud. Whisper both the question and the answer to yourself if you want to, and then, when you find the customer has no such question in mind, which will be true in nine hundred and ninety-nine cases out of one thousand, you can have a nice quiet little laugh on yourself — and the sale will not be hurt by your poor guess.

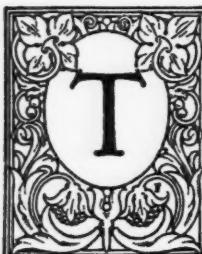
"Rule four: Never say anything at all for the first three minutes after you show a customer a sketch. In that three minutes of silence many a sale has been made; and breaking that silence has broken the chances for many an order. Observe this last rule, by all means, even if it means that you have to gag yourself, or chew your necktie to keep from talking.

"By following these four rules to the letter," Strang continued, putting the pad back in place again, "I really began to sell goods and make friends out of my customers. These four little warnings, by the way, also form an epitome of what the boss means when he says that a salesman should know the art of selling by keeping still."

The new man sat in silence for a few minutes after Strang had finished speaking. Then, taking a pencil and a sheet of paper out of his desk, he leaned over to where Strang sat, and said: "Can I trouble you for a loan of that memorandum pad for a few moments?"

STANDARDIZATION IN THE GRAPHIC ARTS

BY N. J. WERNER



HIS article is intended to be supplementary to one which I wrote several years ago for THE INLAND PRINTER, in which I advocated standardization of various elements of the printing business. The *Typothetæ* has made progress in the introduction of a standard system of ascertaining costs, which if generally adopted would be of no little advantage to the trade. Through the efforts of the Purchasing Agents' Association, a standard in the size of catalogues has been formulated, which, when it becomes generally applied, will prove of incalculable benefit to every one concerned with catalogues. A few more matters have gone through the hands of the standardizers, but as yet the efforts of these men have not gone as far as they should. There is much yet to be done in the line of standardization which would redound to the profit of the industry, to the same extent as did the adoption of standard type bodies and standard face alignment.

Recently it afforded me some pleasure to notice what is being done abroad, especially in Germany, where they are very practical in the pursuit of their industries. Reports are at hand of a largely attended convention of interested crafts people who met in the Book Trades House at Leipsic on October 14, 1918, to deliberate upon various possibilities of standardization, and to form an organization to further the work of normalizing wherever it was found to be beneficial. The reports of that, and subsequent meetings, are too long to be detailed here, so we can give only a general outline of what has been taken into consideration.

Matters to be standardized were classed under four main heads, viz.: (1) Paper; (2) Type; (3) Stereotyping, Electrotyping and Chemigraphy, and (4) Machinery. Committees of experts were separately appointed for each of the following subdivisions:—

1. Standard alignment of type faces, to further the general introduction of what has already been systematized in this connection, and to remove certain errors still existing in the established system.

2. To systematize accents and ligatures, and to fix font schemes for them; also to have all the punctuation marks and various special signs cast to points setwise as well as bodywise.

3. To design a set of normal tabular figures in all sizes from 6 point to 12 point. Perhaps two series of such are advisable.

4. To systematize all mathematical, astronomical and other technical or customary special signs.

5. To normalize the faces of brass and metal rules.

6. To determine the angle at which italic or sloping type faces should incline. (Perhaps the proposers of this have worked with such faces as Caslon Old Style Italic, which has a very unhandy slope.)

7. To fix the nomenclature of type bodies; to abolish the term *corps* (body), as *corps* 6, 8, 10, etc., and use *punkt* (point), saying 6, 8, 10 *punkt*, as the case may be, instead of *nonpareille*, *petit*, *korpus*, etc. (Happily, we have adjusted this in America.)

8. To fix the positions of nicks on type bodies and normalize them if possible.

9. To decide upon standard schemes for fonts.

10. Spaces. Shall they be cast on sets from 1 to 8 points? What about the 3-em ($\frac{1}{3}$ em) space? Should spacing material be cast either 51 or 54 points in height, to accommodate plates of 11 or 12 points in thickness?

11. To determine the minimum weights of fonts.

12. To standardize the alloying of type metals.

13. To standardize the lay of type cases.

14. To simplify and normalize proofreaders' marks.

15. To fix the thickness of stereotype and electrotyping plates.

16. To decide upon the thickness of the copper deposit on electrotypes. It is suggested that it be normally five per cent of the thickness of the plate, and that the price should be according to the thickness of the copper deposit.

17. To further the proposition that all stereotypes, electrotypes, and cuts be trimmed to even picas or nonpareils.

18. To fix the precise angle of the facets on plates which are to be held on bases by catches, the same of zinc plates.

19. To decide upon the normal thickness of zinc plates for etching purposes.

20. To decide upon a normal screen for photoengravings, which is to be used whenever a special screen is not demanded.

21. To fix the dimensions of type cases, letter boards, case stands, cabinets, etc.

22. To systematize the instruction of apprentices, and to regulate the proving of their capacities, etc.

The Paper Committee is to handle the following subjects: Fixing of quantities per package, weights of paper, material content of paper, colors of paper, and the sizes (or formats) of paper sheets.

The Ink Committee is to consider these topics: The composition of inks, the fixing of various degrees of subjectiveness of inks to the influence of light, and the systematic designation of colors.

Considering the disturbed condition of all industries in Germany, it is not to be expected that much could be accomplished since the various committees were put to work. Gradually, the results of their deliberations and investigations will appear; all interested must meanwhile be patient.

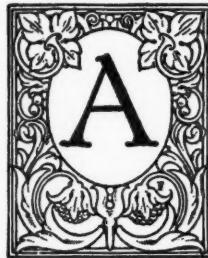
The writer has received some of the reports of the committee laboring on the standardization of paper sizes, but he will not here enter upon a discussion of them. The matter of standardizing paper sizes has also received considerable attention in England, as well as in France. In France the backward state of

the manufacture of printing machinery is also under discussion. The need of France to be more up to date in this class of machinery instead of being dependent upon foreign manufacturers is fully recognized.

The writer will not go into further detail, nor inject here any of his own ideas as to *how* things should be standardized since he would be able to take in only a portion of this great field. His intent is merely to indicate some of the things which need standardization, and to show that others have taken cognizance of the need; also to express the hope that the Typothetae or some other organization of printers will "get busy," and likewise study how to improve and normalize technical conditions of the graphic arts. Don't stop with merely ascertaining costs. Eliminate some of the costs through standardization.

IN THE SMALL-AD. JUNGLE

BY ARTHUR PEMBERTON



NEW degree, "P. D. Q." — doctor of quick printing, of course — has been proposed for those remarkable practitioners, few and far between, who cover all distances at the rate of about a mile a minute, with a never varying exactness of pace. They are the keyboarders, correctors, and makeup men on the "Class. Ad." columns of the dailies. For arrangement, alphabetizing, contrasting display, and getting the two line letters O. K., they beat the world. Never mind if one small messenger stands on its head — surely everybody reads it then. Many shrewdly suspect design, and the boss knows we all slip a cog sometimes, even in a dry season.

A learned essay on the principles of advertising has *Suggestibility* for its keyword, and ends with the following cook book formula:

Cue Word	
Attraction	Assertion
Suggestion	

Some bolder spirits put assertion both first and last, and, sad to say, attractiveness becomes a mere slice of meat in the sandwich. Many more qualities come into the want advertising — beauty, caprice, nerve, wit, and humor. (These last are not synonyms, wit being defined as a single flashing rapier stroke which overcomes a person at once, while humor is like the brilliant play of sword blades at fencing, of much slower effect.)

At our modern breakfast table the newspaper is the autocrat. How its fearful and wonderful classified page appeals to the eye. "Appeals to"? No; "demands" is the word. For who of all the readers of this magazine

can clearly explain: "Dry tumbler, or 2-section cabinet dryroom wanted," or "Hollowware buffers for color before plate"? What does a cocoa pressman press, or a shoe puller-over pull? Maybe he just "puts things over." Quite paradoxically in one issue I read (still in the shoe workers' column) "Expediter — Steady Work," and just below, "Backstayer — Permanent Position." This looks like the old familiar irresistible impulse meeting an immovable object, but close analysis reveals the fact that the ideas of steadiness and permanence are responsible for that impression. But glimpse this next one: "Assistant book-keeper and stenographer (lady); one familiar with upper leather requirements preferred." Do you say at once, "I obtain you, Steve"? No; you plod and ponder, with methodical deliberation, and finally noting the lady in paren's, say "Why, all uppers need a fair degree of polish." Then those two words, degree and polish, tell you they want a Vassar girl!

Reverting to the group idea, I have seen, closely allied, "Smocker needed" and "Wanted — Enrober." (It did occur to me that a machine now takes the "innards" of a chocolate cream and enrobes it with a rich dark brown taste — but the point is, one must study to realize this, while an advertisement, according to much fine writing on that subject, should reach the soul as does the daylight.) One bona fide rural ad. I found, a little plainer than daylight: "Will exchange potatoes for a calf that will eat hay or pigs or laying hens;" and its companion comes from a far west source: "Cook to have fine large room with two windows and good wages."

Think of seeking a "Universal Feeder." I am advertising for some of mine to stay away. What kind of

awful thing is an ink grinder, a beam tender, a dental mechanic? Here is a literal copy of a joke misprint: "Mechanical Daftsmen wanted, to join Union 901." Not one of these would be quite so daft, however, as an Ohio citizen who advertises "Automobiles and Fords repaired," or as any person writing to the source of the following: "Bookkeeper (elderly) for two hours' service per month." Please quote, to yourself, the extravagant stipend for that. The position must be like changing water for a canary bird — arduous, irksome.

One ham smoker, one third hand on cake (I wadna' be the foorth), one caser-in, one stamper, one head bander, one straight knife cutter, ten tuckers — all named Little Tommy, perhaps — are facing me this minute from my coffee flecked morning "Wonder." And in the mysterious feminine portion I discover bath maids, models of thirty-six proportions (usually fifty-seven varieties apply), lady pressman, diamond appraiser, bushel girls. We have read about or known the Peck bad boy, but who has ever had any experiences with the Bushel gay girls? Echo properly pauses to consider before answering.

An embalmer's assistant, a hustler; a chef, "mulatto — entrees;" a registered drug clerk desiring "relief"; experienced laundress whose address is given as 2161 Wash. St.; a last shaver (good); a pan man — wonder how his job will pan out? Most of these are every day sorts. Unconscious humor asserts itself in a recent two liner: "Boy eighteen years old for Standard Petticoat Company," etc. That might be a good position to cotton to, but could any live youngster really enjoy being a mule fixer, a two-thirder, or a pin boy?

The ready made phrases are always a delight; not slogans like "Wilson's a Wizard — That's All," or "U-sed-it"; not of that ilk but better "hits" that fascinate with their freemasonry. The Kiltartan History Book, Bell-in-Hand Tavern, Ye Qualitye Foode Shoppe; Madame Blanc, maker of creamy, dreamy party frocks; a restaurant at 711 Vine street, whose printing has a depiction of spotted ivory cubes with the legend "Come Seven, Come Eleven." A small card with "Roast Beef Medium," street and number, has had wonderful powers of attraction, and I have twice seen in a Boston paper, "Individual Beanlets," meaning the tiny pots holding a single portion; deuced hot but good; "ril good," as they say in Maine. In this class also comes the Cornell Alumni's title for their great bazaar to obtain a building fund — "The Hardly Fair"; well applied, because in addition to all the time honored separation devices of pretty girls, food, flowers,

sweets, there were many slight fines and penalties for what one, quite unconsciously, failed correctly to do during the evening.

Newspapers of fifty years ago contained this notice, or its like: "The undersigned now have a stock of the newly invented velocipedes; perfectly safe for elderly and also very young people." I believe that in ten years we may behold "For Sale — Fine young airplane, latest model, sound and kind; speedy, but will stand without hitching." And the requirements of our own day may soon develop "Glass suitcases, finest crystal plate, all contents displayed, no stop at State borders for examination."

So much for example; now why not try a small amount of precept? Standardize! Belying the absolutely concise appearance of the stuff, the classified columns show a wilderness waste of time, money and matter. What possible wisdom is there in setting heads, "Wanted — Male (or Female) Help," and reproducing the word "Wanted" several hundred times below? Why use two line letters at all, especially as some papers do, senselessly, thus: "A-Men and Women Wanted," etc. — using "A" where there's no definite occupation stated. Wouldn't it be a well worked out page which allowed no less to anybody than a three line ad., using a small slug for the two liners; omitting "wanted" or "needed," and setting a few words in bold face at the beginning, as

**Woman to help chef in lunch room, 7 to 4;
\$12 to begin, no Sunday work. Address,
Jones, 4 K St.**

Workers on Paper Boxes. Gluers and
Pasters. Call at 929 Dodd St.

TOO LATE TO CLASSIFY

Dipping Forelady

WANTED — This position offers an excellent opportunity to a person of initiative. Steady position, good pay. "C 1," the Banner.

The above call for help was received just as this manuscript was in its unsealed envelope for the mail; too late (and rather impossible) to place in its proper class — if it has "class." I can only say that the word "steady" seems to me a mistake for "unsteady," and I nominate Annette Kellerman as a candidate for the "dippy" position.

The printer who is willing to do one poor job will soon have opportunity to do nothing else.—G. W. Tuttle.

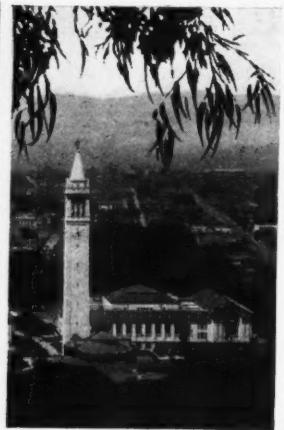
Some Unusual Specimens *of* Bank Advertising



THE advertisements on the following three pages show a novel and effective use of the halftone, and also demonstrate the value of co-operative advertising. Even though no special emphasis is placed upon the bank's facilities, advertising of this character, in which important features of the city are emphasized, naturally draws attention to the bank and gives it highly favorable publicity. They are shown through the courtesy of K. Leroy Hamman, advertising service, Oakland, California.

August, 1920

THE INLAND PRINTER
CHICAGO

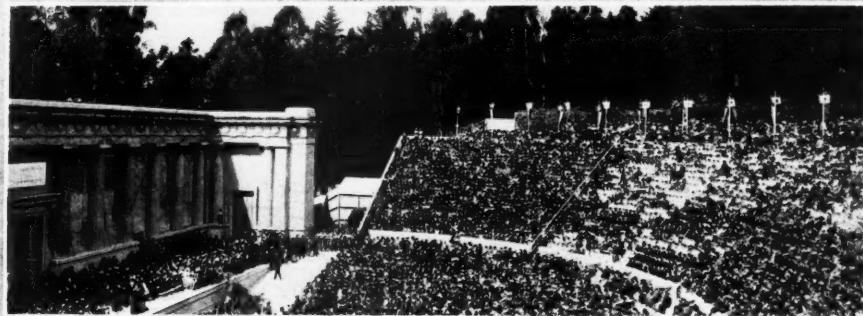


UNSET over the Golden Gate as viewed from the Berkeley Hills is a never-to-be-forgotten sight.

But Berkeley offers other things besides sunsets and Universities. Its manufactured products range from airplanes to organs.

FIRST NATIONAL BANK
of Berkeley, California





*The Greek Theatre
University of California*

BERKELEY is often called the Educational center of the west—the home of the second largest University in the country.

The educational environment created by this institution has a marked influence on the workers in Berkeley's large industrial plants.

FIRST NATIONAL BANK
of Berkeley, California



*A picturesque residence.
in Thousand Oaks*

BERKELEY is primarily a city of beautiful homes and efficient schools.

Yet, many of the Pacific Coast's largest industries are located on the four and one half miles of waterfront.

FIRST NATIONAL BANK
of Berkeley, California





*The University of California
Library*

Bleachers, Athletic Field

University of California



BERKELEY is widely known as a city of culture and learning.

The energy of youth is manifest in its great industrial activity as well as educational progress. *Visit Berkeley.*

FIRST NATIONAL BANK
of Berkeley, California



HIS LIBRARY efficiently serves the 8,600 students enrolled in the second largest co-educational institution in the United States.

Berkeley's many manufacturing plants give unusual business stability to this educational center.

FIRST NATIONAL BANK
of Berkeley, California





EDITORIAL

WITH two former printers as the principal contestants for honors, the coming presidential election should be of unusual interest to the printing fraternity, and should have a far reaching influence upon the industry. It is somewhat significant, and reflects credit upon the industry, to have two men selected as the leading candidates for the highest honor the country can confer upon any man, both of whom started their active lives in the printing office and worked up to success as editors and publishers of newspapers. Printing stills holds its rank, not only as a molder of public opinion, but also as a molder of men fit to assume the responsibilities of high public offices.

"YOU can take it from me that the period since the armistice has been the most wonderful in history for putting the country printer on his feet, despite the high cost of print paper, and other annoying details. While supplies are high, it is easier to get the price than at any time that I know of. No one asks any more what we are going to charge until we deliver the goods." Thus writes a subscriber when sending in his renewal, and incidentally expressing some very complimentary remarks regarding THE INLAND PRINTER, which we greatly appreciate. Our correspondent is right. It has been a wonderful period, and it is gratifying to notice that a large number of the country printers have realized the opportunity and have taken steps to place their businesses on a sounder footing financially, making their charges for the work they do more nearly commensurate with the service they are rendering, and thus gaining a higher appreciation of their work.

Shall We Eliminate Punctuation Marks?

A correspondent writes the editor of this journal regarding a custom which, he states, appears to be spreading. We give his letter in full:

DEAR SIR: Is there any recognized authority that tolerates the omission of all punctuation marks in reading matter?

Recently there have passed through my hands, as reader, a large law brief, several stock certificates, and other smaller jobs, in which the omission of all punctuation was insisted upon. Most of the stock certificates had extracts from the acts of incorporation and from the by-laws printed on the reverse in six point type (solid), 22 or 24 picas measure, much of it in that involved style of legal phraseology which it is difficult to follow when properly pointed, and you can imagine what it is like without any punctuation marks at all. The custom appears to be spreading, and unless headed off will tend to still further degrade the English language, which has already suffered sufficient mutilation at the hands of the iconoclasts.

It would seem that in the case of law briefs and similar documents the judges of the Superior courts could check the evil by refusing to accept such papers until they were properly prepared, for they, of all others, require to know the meaning of the words used. Faulty punctuation frequently

obscures or distorts the meaning; devoid of any, it would not be surprising if judges differed in their understanding of the facts presented through such a medium. The omission of all points relieves the compositor and proof-reader of considerable responsibility, it is true; that may be why it is becoming so popular, especially with the machine operator. But do you not think the conditions call for a vigorous protest?

The omission of punctuation marks in display matter has become quite the custom, especially when the typographical appearance is enhanced thereby. This is the first time, however, that we have learned of any instance where marks of punctuation were eliminated from straight reading matter, and it may safely be asserted that there is no recognized authority whatever that would tolerate such a practice. Law briefs, stock certificates, extracts from articles of incorporation and from by-laws, should by all means be punctuated with the greatest care. Where the omission of marks is insisted upon it would seem that there is some ulterior motive, an attempt to cloud the meaning and render the matter difficult of interpretation, and printers should raise a strong protest against such a practice.

A Financier's Point of View on Capital and Labor.

When a noted authority on any subject speaks he immediately commands attention and is given a careful hearing. Likewise, when such an authority writes on a question of great moment his writing receives the most attentive consideration. Therefore the new book by Otto H. Kahn, published under the title "Our Economic and Other Problems" by the George H. Doran Company, New York, should have a strong appeal to all who are interested in an equitable solution of present day economic problems. One of the most prominent of American economists; a leader in financial affairs, having directed the financial development of several of the best known railroads in the country and also several industrial corporations; called into conference by the leading personages of America and Europe, Mr. Kahn writes with the authority that is based on a broad practical experience.

In referring to the present labor problems, Mr. Kahn states that "the principle on which all concerned should deal with the labor question appears to me plain. It is the principle of the Golden Rule." Then, in dealing with the relations between capital and labor, he goes on to say: "I think the formula should be that, first, labor is entitled to a living wage; after that, capital is entitled to a living wage; what is left over belongs to both capital and labor, in such proportions as fairness and equity and reason shall determine in all cases." Again, "There are so many

different kinds of labor; there are so many different kinds of capital. Not infrequently the laborer and capitalist overlap and merge into one. You have skilled labor and unskilled labor; you have the small employer, the large individual employer, the corporate employer, the farmer, the inventor, the prospector, etc. And then circumstances and conditions vary greatly, of course, in different parts of the country and in different industries. It is impossible to measure by the same yardstick everywhere, but the principle of fairness can be stated; the desire can be stated to do everything possible to bring about good feeling and good understanding between labor and capital, and willingly and freely to coöperate so that labor shall receive its fair share in the fruits of industry, not only by way of a wage return, but of an adequate return also in those less tangible things which make for contentment and happiness."

In outlining what he believes to be the essential points to be followed by right thinking men Mr. Kahn says: "The workman is neither a machine nor a commodity. He is a collaborator with capital. He must be given an effective voice in determining jointly with the employer the conditions under which he works. Individual capacity, industry and ambition must receive encouragement and recognition. Nor must the employer look for 'gratitude.' No man is entitled to ask gratitude for doing that which is right. The closest possible contact must be maintained between employer and employee. Arrangements for the adjustment of grievances must be provided. . . . The worker must be relieved of the dread of sickness, unemployment, and old age. The community must find ways and means of seeing to it that any man fit to do and honestly desirous of doing an honest day's work shall have the opportunity to earn a living. . . . The worker must receive a wage which not only permits him to keep body and soul together, but to take proper care of his wife and children, to have for himself and for them a share of the comforts, interests and recreations of life."

Mr. Kahn then sums up the attitude that labor must take, and the responsibilities it must assume, in the following: "Labor must realize that high wages can only be maintained if high production is maintained. The primary cause of poverty is underproduction. Furthermore, lessened production naturally makes for high costs. High wages accompanied by proportionately high cost of the essentials of living do the worker no good, and they do the rest of the community a great deal of harm. The welfare of the so called middle class — that is, the men and women living on moderate incomes, the small shopkeeper, the average professional man, the farmer, etc. — is just as important to the community as the welfare of the wage earner. If through undue exactions, through unfair use of his power, through inadequate output, the workman brings about a condition in which the pressure of high prices becomes intolerable to the middle classes, he will create a class animosity against himself which is bound to be of infinite harm to his legitimate aspirations. Precisely the same, of course, holds true of capital."

An Action That Deserves Commendation.

In these days of constant demands for increased wages, resulting in the inevitable continued increase in the cost of living, it is refreshing and encouraging to learn that the members of one labor organization have fully realized the seriousness of the situation and taken a firm stand against striking for a further increase, resolving to do their share, at whatever present sacrifice, in the public's fight against high prices. It is not an easy matter for workers to realize that increased costs must follow increased wages, that wages and costs work in a cycle, or that higher wages must bring higher costs for the necessities of life, so that they are no better off, if as well off, as when wages were lower. To bring about an equitable solution of the problem it is essential that the workers do their part and that the employers also coöperate. Strikes and lockouts can not accomplish the results desired. They belong to the past and have no place whatever in this advanced age.

As a shining example of the right attitude we quote the statement of the Brotherhood of Employees of the Terminal Barber Shops, published during the recent strike of the barbers of New York for higher wages:

TERMINAL BARBERS STAND BY THE PUBLIC.

The Brotherhood of Employees of the Terminal Barber Shops, having carefully considered the demands of the barbers for higher wages and higher prices and the strike now called to enforce them, hereby in full meeting assembled declares its position as follows:—

We have observed with deep concern the constantly increasing cost of living. It is plain to us that, as the wages have increased, prices have correspondingly raised, soon resulting in the necessity for further increase of wages; that this process is continuous, so that no increase in wages is of substantial or permanent benefit, because quickly absorbed in the higher cost of living, with the result that the worker is no better off than before.

We are in hearty accord and sympathy with the public in its battle to reduce the cost of living. We consider it vital to the whole nation that prices shall not be further increased. The vicious circle of increasing wages and rising prices must be broken. A practical stand for the effective accomplishment of this purpose must be taken. Therefore,

Be It Resolved, That we are determined to do our share, at whatever present sacrifice, in the public's fight against high prices, and we believe it to be in the interest of all wage earners to do likewise.

We are, therefore, opposed to the demands for higher wages and higher prices. We shall not participate in or support the strike. We shall remain at our jobs, prepared to serve the public at our present wages and at present prices, believing that in this way we shall perform our public duty as well as serve our own best interests.

Our position, our wages and the prices charged in the barber shops may have no great public importance. But it is of vital importance, if the public's campaign against high costs is to be successful, that wage earner and employer alike should realize that in this world crisis relief will come only through moderation in demands for wages as well as for profits — *and act accordingly.*

If we are the first labor organization to take this position publicly, we are glad and proud to assume the leadership, in the hope that this may prove to be the beginning of an effective movement to advance a great public cause.

In connection with the preceding statement of the men, the following was also published:

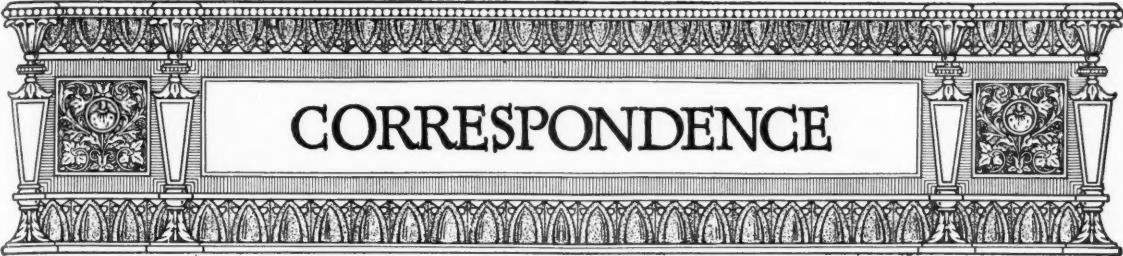
To the Public: An increase in wages at this time must result in an immediate and substantial increase in the price of all barber service.

We are proud to make public the ringing declaration of our men against higher prices. We shall support them in their stand to the limit of our resources. They can not make this fight without your support.

Stand by the men who have resolved to stand by you. Let this mark the beginning of the end of "the high cost of living."

Terminal Barber Shops, Joseph B. Schusser, President.

It is to be hoped that the example thus set by the barbers in the terminal shops will be followed by others. It would be a long step toward bringing about a speedy return to industrial activity on a sound basis.



CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

When Is a Form O. K.?

To the Editor: NORTH TONAWANDA, NEW YORK.
When a press sheet is marked "O. K. Position," with the order number and amount to run, does this mean to go ahead or wait for a final O. K.? — C. S. S.

Answer.—The mark "O. K. Position" implies that the form is O. K. so far as the placing of pages, cuts and margins is concerned. This is usually given by the stoneman so that the pressman can proceed with the make ready and avoid holding the press waiting for a final O. K. "O. K. Final" with order number and amount is the order for the pressman to proceed with the running. If special instructions are given as to make ready O. K. the pressman will, of course, be governed accordingly. This explanation of press O. K.'s is merely an example of what is done in representative plants. Local shop practice has a lot to do with the O. K'ing of forms, and no hard and fast rules can be laid down that will apply to every plant in the country.

Do any of our readers have any comments on the subject of press O. K.'s?

Letters We Appreciate.

To the Editor: SCARBOROUGH, ENGLAND.
Permit us whilst writing you to express our high appreciation of the continued excellence of THE INLAND PRINTER. It is in our opinion the best of all printing trade journals, especially for its inspirational worth. — GEORGE A. PINDAR & SON.

To the Editor: DE SOTO, WISCONSIN.
This letter is to you personally—as well as to all others who have a hand in the making of your delightful journal.

Did you ever consider what a sin is human procrastination? For instance, I have long contemplated writing this letter, but have put it off from time to time because I was busy and knew full well that the epistle I contemplated was destined to attain too great a length. My heart is too full for brevity, when I have THE INLAND PRINTER under consideration. I know there must be a lot of your readers situated similarly. They would like to write you and tell you just how greatly they admire and how highly they value your publication; but, for the most part being busy folks, they procrastinate; and for the other part, they are unable in moments of leisure, when they might easily do so, to break the deadlock of will.

As a newspaper maker I used to wonder if my efforts were being appreciated by my constituency. I would drill along week after week, month after month, year after year, and at times would sink into a "slough of despond," as it were—would hardly have the courage to push forward—and then some kind soul would drop a word or two of cheer and praise—a simple letter of appreciation—and immediately I became re-enthused over my calling and recharged with the energy necessary to "carry on." I have no doubt it is the same with

those higher up, so here's my proof of appreciation of THE INLAND PRINTER.

How often, I am here reminded, these evidences of esteem come too late! You will pardon this personal reference, I know, for any writer really attains the point of greater interest when he goes to tell something about himself. I was employed as foreman on a little Western daily, my duty in a mechanical way being the composition of the advertisements. All the more or less uneventful seventeen months I put in there, I was not aware that my work or myself were unusually pleasing to the patrons of the shop or to my employer; but, on the day I announced my determination to leave, I was simply overwhelmed by the abundance of evidence of esteem and appreciation showered upon me by my fellow craftsmen, by the "boss" and even by a number of those for whom I had set ads.

Most assuredly, it was gratifying indeed to know, even on the eve of my departure, that these folks loved me and appreciated the work I had done, but I can not help remembering how doubly valuable and consoling this knowledge would have been if vouchsafed to me months before.

But I'm not going to put off any longer telling you how sincerely and highly I admire THE INLAND PRINTER and how acutely I enjoy its printed pages. The June number lies here before me. Using a hackneyed figure of speech, I have just devoured its contents, and I must say they are extremely relishable. It seems to me that such a publication can not fail of greatly benefiting all members of the calling who read it, and with such articles as Prof. Joseph Devlin's "The Beginning of Books," and F. Horace Teall's "Problems of Capitalization," in this issue, as well as similar articles from Mr. Teall's unerring pen, appearing regularly, it would appear to me that THE INLAND PRINTER is a particularly valuable periodical for writers and authors in any field.

Of your regular departments, since I am a printer-journalist, I suppose those by Messrs. Caswell and Frazier (after Mr. Teall's, of course) have the greatest personal appeal for me, but I find great pleasure and interest in Henry Lewis Bullen's inimitable "Collectanea Typographica"—and your pages are all excellent—as excellent in points of contents, understand me, as they are unquestionably in typography and presswork.

I have especially enjoyed R. T. Porte's "John Smith's Bookkeeping," and practically everything else that you print, and no less do I enjoy and benefit by studying your exquisite displayed pages and immaculate examples of colorwork and composition.

Summing up, then, you can see plainly that, so far as I am concerned, you are on the right track, and I certainly would not be without your most excellent magazine so long as I can raise the subscription price.

O. BYRON COPPER.

The printer who is long on promise and short on performance will stand no show in the printing business—he should quit before he begins!—George W. Tuttle.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

THE recent death is announced of Francis Reid Brodie, aged eighty-four, a typefounder who worked for the Miller & Richard typefoundry at Edinburgh for over sixty years.

THE Newspaper Proprietors' Association is protesting against certain unreasonable proposals embodied in amendments to the Shops (early closing) Bill, which, if carried, would practically prohibit the sale of all newspapers on Sundays.

PRINTING concerns are not generally patrons of flower shows. The noted house of Hazell, Watson & Viney, of London, is an exception, however. On July 17 it held its sixth annual flower show, and gave money prizes and championship medals in connection with it.

GIUSEPPI CAPRANO, an octogenarian Italian, one of the pioneer stereotypers of Great Britain, died at Dublin recently. He served his time under the inventor of the process and himself invented a new method of stereotyping illustrations, now in general use. At the time of his retirement, at the age of seventy, he was on the staff of the *Irish Independent*.

AT a recent meeting of the Birmingham Education Committee it was agreed to add new equipment for the printing classes and for the school of art, namely, a cylinder press, a platen press, a hand press, an imposing surface, motors, etc. There is a large increase in the number of pupils, and substantial progress in technical instruction in printing is expected.

IN its third annual report, the Conjoint Board of Scientific Societies discussed the danger of supplies of casein and glue falling short. A research into the nature, functions and manufacture of adhesives was carried out. This resulted in the discovery of two new adhesives, one possessing very remarkable properties, and the other one prepared from a waste product of which there was a large supply in the country throughout the war. In addition to this, Dr. Schryver and his colleagues made improvements in the production of casein which effect a considerable saving in material and improvement in its quality.

GERMANY.

THE Weigel printing office at Mengringhausen (Waldeck) recently celebrated the attainment of the second century of its existence.

FOUR large printing concerns in Berlin have gone out of business, because of their inability to secure profits, due to the high cost of materials and labor.

THE Krupp Iron Works, at Essen, once famous for the manufacture of implements of warfare, is now undertaking the manufacture of a new typesetting and casting machine, which it expects to have on the market very soon.

CONDITIONS in the paper industry show no improvement. A cellulose shortage still prevails. The price of wood pulp is continually advancing, the latest quotation being 300 marks for 100 kilograms. The paper mills are overwhelmed with orders. The scarcity of chemicals, the demands of labor and the high price and shortage of coal account for the daily increase of prices.

IN May the printery workpeople obtained another bonus in addition to wages, to meet the higher cost of living. The new bonus agreement is effective until August 31. If necessary at that time, the bonus question will again be taken under consideration by the wage committee composed of representatives of masters and workmen. The present increases range from 18 to 40 marks per week.

FRANCE.

THE export or re-export from France of resinous woods used for the manufacture of paper pulp, as well as pine and spice woods, is now prohibited.

DURING 1919 France imported from the United States 46,703,363 pounds of printing paper, compared with 44,973,435 pounds in 1918. From England she imported 5,703,530 pounds in 1919, as against 3,071,221 pounds in 1918.

MANY newspapers in Paris and in the provinces have formed a company (Société pour l'Approvisionnement de la Presse Francaise) for the mutual purpose of insuring supplies of paper, pulp and coal, as well as other necessities during the prevailing "crise du papier." Mr. Bailby, of the *Intransigeant*, is the president of this association.

THE syndicate (or union) of the photogravure concerns has announced a ten per cent increase in prices. The syndicate of stereotypers and electrotypers has decided to increase prices for their products twenty to thirty per cent. The syndicate of the typefounders through a circular has announced an increase in the price of type, etc., of fifteen per cent, taking effect April 1.

SWEDEN.

THE union of printing office foremen and superintendents has raised about three thousand crowns to extend relief to their colleagues in Germany and Austria.

A PAMPHLET, of twenty pages in octavo size, on the subject of "Om Placeringen av Begynnelsebokstäver" (The Placing of Initials) has been issued by Wald. Zachrisson, of Stockholm. It is replete with examples of good and bad practice in this detail of typography and is quite exhaustive in its treatment of the subject.

THE BALKAN STATES.

THE council of ministers of the Serb-Croat-Slovene State has decided to restrict importations to the "indispensable" needs of the kingdom. The list of exclusions includes gilt, silvered or metaled paper and cardboard, paper ruled for accounts, printed forms and the like, labels, notices, papers, envelopes and post cards with illustrations, monograms, crests, etc.; paper hangings, playing cards, drawing books, paper boxes, wall calendars, and other articles of paper (with some special exceptions); paintings on paper, canvas, wood, common metals, etc.; also original drawings on paper. [Perhaps the "civilization" of this State has no need for paper or printing.]

FINLAND.

THIS country is restricting the importation of articles of luxury and such as are not regarded as being of paramount importance to the country. Among the things excluded are photograph, post card and postage stamp albums, albums for verses, all other sorts of albums, scrapbooks, note and memorandum books, wall paper and friezes, playing cards, picture post cards and congratulation cards, picture books and painting books for children, and other manufactures of paper, cardboard, pasteboard or pulp not specially mentioned, even if combined with other substances.

EGYPT.

A STRIKE of the printing staff of the European newspapers in Cairo is reported as tenaciously continuing, with a likelihood of extending to Alexandria.

AUSTRALIA.

IT is reported that the printers and male bookbinders who have been on a strike at Melbourne since March 1, have returned to work on the employers' terms.

RUSSIA.

IT is reported that the Bolshevik government proposes to establish state newspapers in various country districts throughout the realm.

IN GENERAL.

A RECENT quotation for news print paper from Scandinavia was 16 cents a pound, f. o. b., subject to obtaining raw materials and there being no strikes.

Collectanea Typographica



By HENRY LEWIS BULLEN

Come, bumble press,
Quick, "roll your own"
And ink the message locked
Within thy form!
Swing wide thy steel-lipped jaws!
A world may yet be jolted
By thy conquering word.
Perhaps 'tis thine
To slip thin sheets of truth beneath
crude shams
And blast the way
for thoughts and deeds more worthy.
Thine only mission is to speak,
And speak thou wilt!
On us the duty lies
That no ignoble word shall start
vibrations
At thy mouth.

—Chas. Everett Johnson.

* * * *

A Duty Neglected.

THERE is now, more than ever before, a great lack of good compositors. A compositor of ability above the average commands premium wages, and yet there are not enough of them. On the other hand, master printers, handicapped by the scarcity of good compositors, are, as a class, doing nothing to provide good printers. They are leaving the matter to blind chance, though it is the duty of every employer to recruit the army of printers. How can those neglectful of this duty expect loyalty and enthusiastic service from their employees? If they expect ardent service, they expect too much, unless they have taken under their protection well qualified learners. Employing printers who, in the past, have neglected to provide learners and to protect them, are responsible for every incompetent now working in the printing houses. And thousands of employing printers who are now neglecting their duty in this important matter are daily entering accessions to the army of incompetents.

* * * *

The first printer to use running heads over type pages was Arnold Theroernen, of Cologne, in his "Quaestiones de XII quodlibet," issued in 1471. He was also the first to print the number of the page in a book. In 1470 he put the page number in the center of the front margin of the first book he issued.

A Book to Buy—II.

TYPGRAPHIA: An Historical Sketch of the Origin and Progress of the Art of Printing, with Practical Directions for Conducting Every Department in an office, with a description of Stereotype and Lithography, illustrated by engravings, biographical notices and portraits, by Thomas Curson Hansard, printed by the author, London, 1825; 840 pp. XXV., 939 (26).

WRITTEN by an eminent and practical printer, the proprietor of one of the largest printing establishments of his time, this is one of the books essential to a printer's library. It contains much information nowhere else to be found. Thomas Curson Hansard, the author, was born in 1776, the son of the Printer to the House of Commons. Disagreeing with his father, at the age of twenty-nine our author established a printing house of his own. He undertook to report and print at his own charges the debates in Parliament, getting reimbursement by selling a certain number to the Government and the remainder to libraries, newspapers and the public. The title of the debates was the *Journal of the House of Commons*, but the actual name (soon adopted by general consent) is "Hansard," still continuing. It covers the same field in a degree that is occupied by our *Congressional Record*. Thomas Curson Hansard was one of the first to use cylinder presses, and was a liberal encourager of inventors who succeeded or aimed to succeed in improving mechanisms for increasing the product of printing houses. He furnished the funds for the manufacture of the once celebrated Napier Press, which he alludes to in his book as the "Nay-Peer." The first cylinder press used in America was a Napier. It was imported in 1827 by the publisher of a newspaper in Washington. It was landed in New York, and Robert Hoe was given permission to unbox the press and use the various parts as patterns from which to get a set of castings. Robert Hoe then proceeded to make and sell the press, which thus became the foundation of the fortune of the Hoe business. Thomas Curson Hansard's son (of the same name) wrote "Treatise on Printing and Typefounding" (in 1841), "The Art of Printing: Its

History and Practice from the days of John Gutenberg" (in 1851), "The Art of Printing and Caxton" (in 1855) and "The History of the Art of Printing" (in 1840). Our author died in 1833, full of honors and second to no other printer of that period in progressive achievements. The book we recommend is worthy of its author. It can be bought through any expert dealer in second-hand books. If the reader is not in touch with such a bookseller, we recommend C. E. Goodspeed, 5 Park street, Boston, Massachusetts.

* * *

Disappearance of the Long S.

BODONI, the great Italian printer and typefounder, is credited with having brought about the disuse of the long letter s. The long form of the s was introduced by those who made books with pens, before types were invented, to save time in transcribing. When printing was invented the printers continued the use of the long s, with no such good reason, until the latter part of the eighteenth century. When, in 1786, Benjamin Franklin sold a large bill of types to a printer in New York, the latter complained of the absence of the long letter s. The letter is still preserved in which Franklin informed him that the later and better practice in Europe was against the use of the bothersome letter.

* * * *

In a papyrus book manufactured in Egypt seven thousand years ago, now the property of the French National Library, there is a chapter devoted to the functions of librarians. A necessary concomitant of every civilization is the librarian, the keeper of the seed of civilization. The seed in the Egyptian civilization was made by highly trained art craftsmen who made books very beautifully with pens. They were the predecessors of those who today make books with types.

* * * *

The first folding machine appears to be that invented in Frauenfeld, Switzerland, in 1853 by Sulzberger, a bookbinder, and Graf, a machinist.

IN France for nearly two centuries no apprentice could aspire to become a master printer unless he knew Latin and could read Greek. There was a secondary class of workmen who could only read and write in French. They were tolerated for mere manual labor, and had

Later Letters of Our Alphabet.

THE letter *j* was originally merely a variant form of the letter *i*, used at the end of a word by way of a flourish, as in *Livij* (*Livii*), or at the end of a number, as in *x:iiij:ij* (10:3:2). The capital *J*

letters *v* and *u*, which were also used interchangeably. He introduced the capital *U*, a letter not used by the Romans, from whom we derive our alphabet. Louis Elzevir died in 1612. We regret that Elzevir did not further improve our quite imperfect alphabet. It is less



LANDING OF THE PILGRIM PRINTERS.

The scene is on Plymouth shore in Massachusetts three hundred years ago, on December 21, 1620. The little Mayflower is seen in the distance. Indians on the right may be observed viewing the scene. These men and women in the foreground are, all unknown to themselves, empire founders. Obscure persons then; now the whole world delights to do them honor. The picture has a peculiar interest to printers who are not submerged in the mere mechanics of their occupation. The leader of the Pilgrims was Elder (William) Brewster. The oldest man there, he stands at the right, with folded arms, invoking a blessing on the adventure in search of liberty of conscience. By vocation he is a Master Printer. His avocation is that of a lay pastor, the unsalaried assistant of a pastor left behind in Holland. The young man hauling on the rope, with his feet in the surf, is Edward Winslow. By occupation he is a Journeyman Printer. In 1620 he was one of the humbler group of the company of Pilgrims. In the difficulties which in the first two years tried the souls of the Pilgrims, Winslow came to the front in the affairs of "the plantation." Thrice he was Governor. He it was who wrote and had printed in London in 1623 the book, precious now in every sense of the word, "Good News from New England; or a Relation of Things very Remarkable at The Plantation of Plymouth in New England;

*showing the Wonderful Providence and Goodness of God in their Preservation and Continuance, being delivered from many apparent deaths and dangers." He was the "press agent" of the Pilgrims, who well knew how to utilize the divine art of printing. Winslow's little book was the magnet that drew a great stream of liberty seekers to the rock bound coasts of New England. Winslow returned to England in 1623, again in 1625, again in 1635, and finally in 1649. While in England he was one of the active founders of the Society for Propagating the Gospel in New England, which in 1639 supplied the first printing outfit used by the English speaking colonists in America. Our picture is a steel engraving by the celebrated Joseph Andrews after the oil painting by P. F. Rothermel. The steel engraving is 17 by 23 inches. Copies of it may usually be had from C. E. Goodspeed, 5A Park street, Boston, Massachusetts. It was published in 1869. A little history of the printing and other activities of the illustrious Printers Brewster and Winslow was printed in *Collectanea* in the December, 1919, issue of THE INLAND PRINTER, pages 318 to 320. With it is an authentic portrait of Winslow. While the English speaking world is celebrating the Pilgrim tercentenary, we hope the printers' associations will honor themselves by honoring the Pilgrim Printers.*

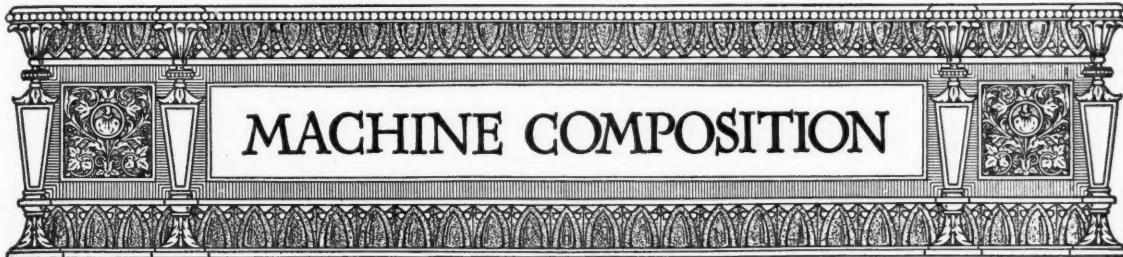
no legal status until 1713, after which they were allowed to enter as second-rate apprentices.

* * * *

THE number of printers who take intellectual pleasure in what is to them an intellectual occupation is growing steadily. Theirs is the way to real success in our art. Study does it.

is the youngest of our letters, in use only three hundred years. Before the capital *J* was invented, *i* and *j* were used interchangeably. It was Louis Elzevir, a learned printer, who first used the letter *i* invariably as a vowel and the letter *j* invariably as a consonant, adding the capital *J* to complete the reform. He also did a like great service with the

than a hundred years since Sequoyah, a Cherokee Indian, invented a much superior alphabet, the use of which was the foundation of the present wealth of the Cherokees. The alphabet is the vital element in our art. We recommend to printers the interesting study of its history. Look in any library at the cards marked "Alphabets."



MACHINE COMPOSITION

BY E. M. KEATING.

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

How to Find Cause of Matrices Not Dropping.

An Ohio operator of somewhat limited experience describes briefly his trouble on machine. It appears from his description that the trouble is in the verges. The following are our recommendations:

We suggest that you trace the trouble out in this way: Touch the key and see if the escapement lever returns fully after the keyboard keyrod has dropped to normal position. Repeat operation a number of times, and then observe if the verge returns fully to place. If the keyrod and the escapement lever return properly to place and the verge does not, you can correct the trouble by giving a trifle more stress to the verge spring. To do this, remove the magazine, turn it upside down on a table, remove the escapement verge spring and keeper (the piece of sheet metal that covers the verge springs) and lift the free end of verge spring out of its seat in verge, raise it an inch or so, and again seat it in place in verge. Try pressing on verge plunger to see if the spring returns it fully to place. It becomes necessary sometimes to remove the plate covering the plungers and polish the plate with graphite; also to rub dry graphite on the plunger so that it will work freely. The foregoing should correct your trouble, but to make it more complete, examine rubber roll beneath the cam.

Metal Accumulates on Pot Mouthpiece.

A Virginia publisher writes: "We have had a great deal of trouble with back squirts, the squirt being preceded in each case by a slug with a 'lockup shine' on the bottom and an accumulation of metal on the mouthpiece. The lockup, however, seems to be accurate when tested. It was thought at first that the trouble was caused by the mold cam lever roll washers being crooked, but straightening them afforded only temporary relief. The machine is equipped with an electric pot, direct current, and the voltage varies considerably. Could this have anything to do with it? If we run a few 30 em slugs, until the mouthpiece gets heated up thoroughly, there is little trouble for three or four hours; then the machine goes back to its old tricks. Another possible cause that has occurred to us is the fact that the machine is geared to run slowly — about 4½ lines a minute. The whole proposition boils down to this: Is there any way to prevent a constant accumulation of metal on the mouthpiece when the casting mechanism is perfectly clean, the metal apparently in good shape, and the lockup and justification accurate? Any advice you may offer will be received gratefully."

Answer.—A smooth surface on base of slug is an indication of metal accumulation from low heat on mouthpiece. The statement that voltage varies seems to us to be the basic cause of your trouble. If the variation from normal remains low for a considerable period it is doubtless the cause of the trouble. If you can provide for a more uniform pressure it will no doubt put an end to the splashes. Carry mouthpiece on "high." Low speed of the machine should not be a contributing cause.

To prevent metal accumulating on pot mouthpiece, aim to carry sufficient heat to prevent vantage metal chilling on its surface. See that pot lever spring is stiff enough, that it does not yield more than $\frac{1}{16}$ of an inch on lockup to cast.

Cause of Damaged Face on Slug Still Obscure.

A Washington operator again writes: "I tried the remedy of driving the gib closer to the elevator, as you suggested in your department as a remedy for the bruised face on the slugs, of which I sent a sample in my former letter. I tightened the gibs as much as possible without binding the elevator, but this has not remedied the trouble."

Answer.—In addition to our former advices we suggest that you examine the locking studs, as a loose or badly worn locking stud may be a contributing cause of this trouble. We find that one of our correspondents also had somewhat similar trouble, and on our advice he corrected it by slightly reducing the stress of the pump stop spring. As it is difficult for a correspondent to cover all the conditions that bear on the trouble, we are asking you to look closely into the matter again. We might add that it is advisable in this connection to see that no more than $\frac{1}{16}$ of an inch is present between the back screw of the first elevator and the top of vise cap when a line is ready to cast. Too much space here may also be a contributing cause of your trouble.

Turning on Heat Full Blast Often Causes Crucibles to Crack.

A Michigan operator-machinist writes: "Please advise me whether or not the metal pots will crack or burst when turned on full blast in lighting the burner under the metal pot, or if the burner should be turned on very low at first, say for about thirty minutes, until the metal pot has become warm and then full pressure applied. We have very good gas pressure."

Answer.—Crucibles are put under a very heavy strain during the time the metal is melting. When the burner is turned on full blast, the rapid expansion of the metal in the lower part of the crucible is likely to cause it to crack, especially if the crucible is filled with metal. As the metal melts first at the bottom it causes a tremendous pressure on the bottom of the crucible, which will force small particles of metal through the pores of the iron, as you will notice if you observe the bottom of the crucible. Different crucibles will vary somewhat as to fine and coarse grain, and the coarse grain crucible will allow more metal to be forced through the pores than will the fine grain crucible. This, however, is an advantage, as it will relieve the strain and there will be less danger of the crucible cracking. It is a good practice before turning out the fire to see that the metal is down below the top of the well. Some operators purposely allow the metal to run low before closing down. In starting the burner it should be turned low for fifteen or twenty minutes so that the parts will have a chance to heat up and expand gradually.

"GEORGE DID IT."

Being a Testimonial in Honor of George H. Benedict.



N the report of the photoengravers' convention, appearing in the July issue of this journal, reference was made to the presentation by the photoengravers of a handsome Peerless automobile to George H. Benedict, of Chicago, in recognition of the years of study he has given to determining the cost of and the proper method of charging for photoengravings. Accompanying the automobile was a good sized check, and also a beautiful leather bound volume bearing the inscription "George Did It," and containing reproductions of the many letters of appreciation sent in response to a request for subscriptions toward a fund for the purchase of a suitable gift. Thus, "while he is still alive and capable of appreciating it," the photoengravers of the country have shown in substantial form the regard in which they hold the "Grand Old Man" of their industry — though he is not so old at that, but still has a good many years before him in which to continue his activities as well as enjoy the good things of life.

It is fitting that George H. Benedict should be honored in this way, for the results of the work he has done in his quiet, unassuming way can never be measured by those who have benefited thereby. To realize this, it is but necessary to look back a few years and compare conditions prior to the introduction of the standard scale with those existing in the industry today. It is well known that for years the photoengraving industry merely existed, drifting along in an unorganized state, with very few, if any, of the engravers knowing anything about the cost of producing their product. It was due to the efforts of Mr. Benedict, who gave unstintingly of his time and effort and worked out the standard scale now used throughout the country, that these conditions were reversed and photoengraving is now on a solid business foundation.

As the head of one engraving establishment remarked to the writer: "It is not a great many years since George stood outside the door of the engravers' convention hall handing out leaflets describing the standard scale for photoengravings which he had devised, practically ostracized and looked upon as merely another freak with a new idea." That there has been a change of attitude, however, is apparent, and for some years past Mr. Benedict has been at the head of the cost committee of the photo-

engravers' association, and it has been "Let George do it" whenever any question has arisen regarding costs of production — and "George did it."

Mr. Benedict may be described as a man of many and varied accomplishments. His principal hobby, aside from driving a car, is the study of astronomy and mathematics.

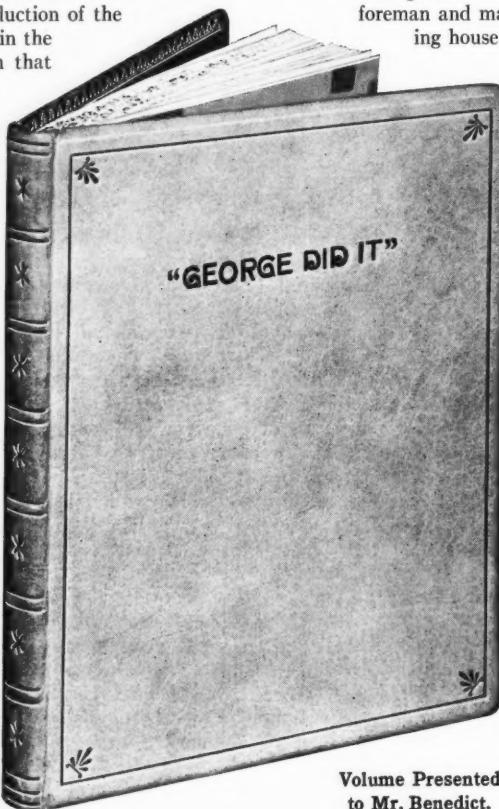
This has led to his devising a number of scales, charts, etc., such as the automatic reduction chart, photographers' focusing index and proportional divider; logarithmic scale of proportions; the labor cost calculator; tables of wages; scale of type and surface measurements, as well as the standard scale of prices for halftones and zinc etchings, and the standard electrotype scale. In a recent conversation Mr. Benedict stated that he considers the best and most important thought that ever came to him was that the hour cost is one-twentieth the amount of the weekly wage, and the amount for depreciation is ten cents per hour per thousand dollars of cost of the machine.

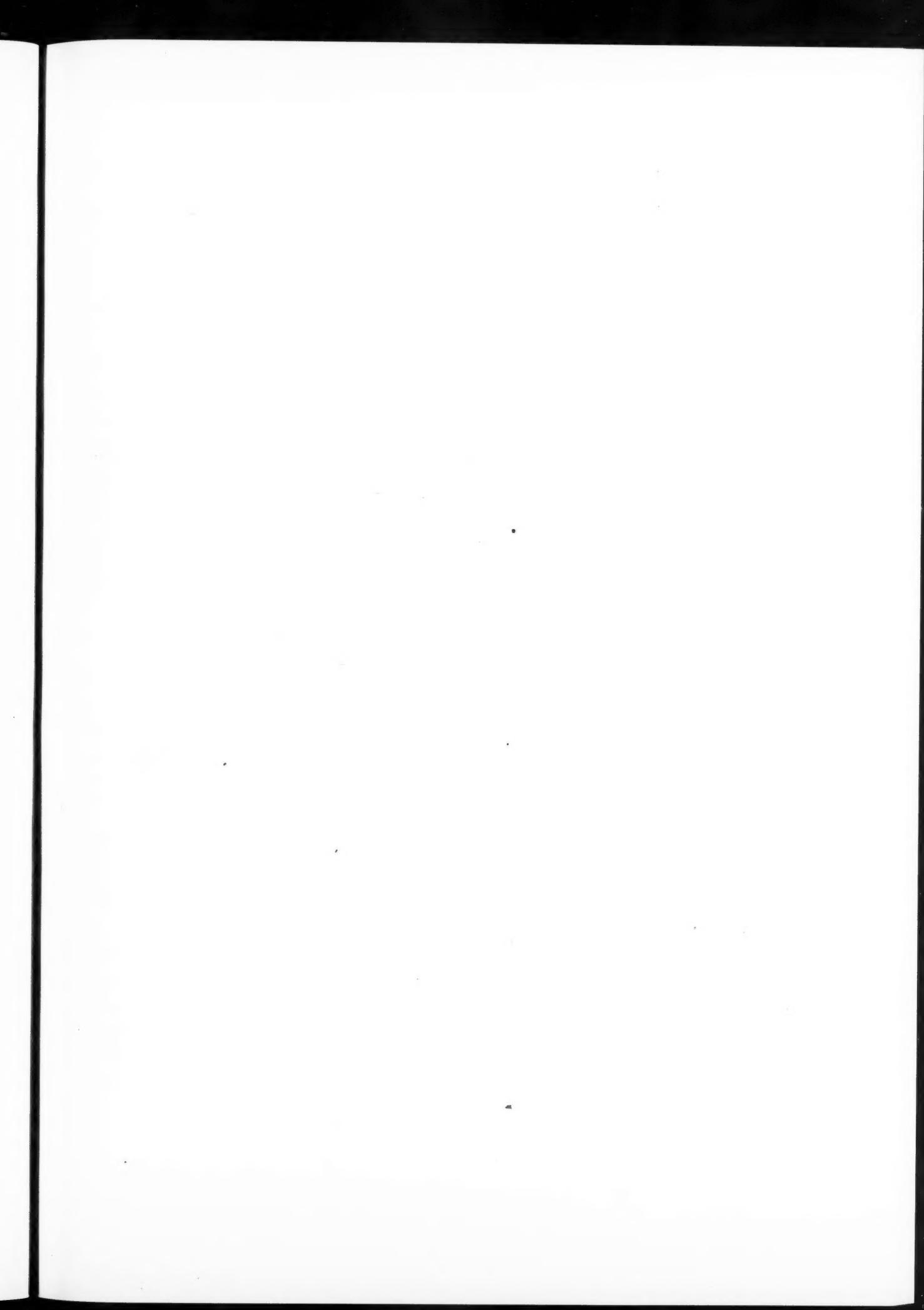
Born in Warsaw, New York, on August 12, 1857, and moving to Chicago with his parents in 1864, he has made this city his home and the center of his activities since that time. In 1875 he secured a position with Rand, McNally & Co., where he started to serve an apprenticeship in the map engraving department. Gifted

with a fund of originality and resourcefulness, devoting considerable time outside of working hours to study and experimental work, he made rapid progress, and before he reached the age of twenty-one he was given the position of foreman and manager with another Chicago engraving house. One of the first in the city, and in fact, in the West, to recognize the importance of photoengraving at the time of its introduction, Mr. Benedict lost no time in making himself proficient in the new art, and shortly afterward opened a business of his own. A disaster to one of the principal customers upon whom the business depended for the greater part of its work swept the promising engraving plant out of existence. But a year later Mr. Benedict made another start, devoting his entire attention for a time to wax engraving, and from this beginning has grown his present business. A photoengraving department was added in a short time, then it became necessary to install wood engraving and electrotyping departments. In 1903 the George H. Benedict Engraving Company united its forces with those of the Globe Electotyping Company, since which time it has been known as the Globe Engraving & Electotyping Company, with Mr. Benedict as treasurer, and the firm has grown to be one of the leaders in the industry.



George H. Benedict.

Volume Presented
to Mr. Benedict.





northern
for
A P R I L
1 9 2 0

"This has been a long, cold, snowy winter, but spring is here at last. The robin is picking worms out of the back yard, the blue bird is singing in the trees, and the cardinal is on the cover, so let's catch the spirit of spring and get cheerful and busy." This unusual introductory paragraph appeared in a recent issue of *Northern*, the house-organ of The Northern Engraving Company, Canton, Ohio.

The cover design is reproduced above.

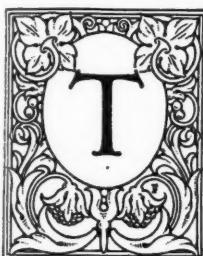
JOB COMPOSITION

BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression.

By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

THE VALUE OF COMPARISON.



HERE is no surer road to proficiency in any art than the consistent study of the craftsmanship of capable and experienced workers in that art. In recognition of that fact THE INLAND PRINTER has for years specialized in the reproduction of fine examples of printing. If the study of a good example of type display has instruction value in the picture it impresses on the student's mind — which remains there for imitation and adaptation, and for comparison with his own work, long after a written description would be forgotten — the critical comparison of two or more examples has even greater value. In the first place such a comparison may show one what to avoid as well as what to strive for. Better still, it may bring forth emphatically those little points of distinction that make a composition stand out.

The value of any item of type display depends largely on the effectiveness of the influence it exerts in drawing the attention of readers, especially if competing with others as on the newspaper page. The qualities which cause such a display to exert a stronger influence than its ordinary neighbors is in itself most important, aside from or in addition to considerations of superiority from an esthetic standpoint.

When the material for what is to follow came to the writer's attention his first intention was to head the article "Little Points of Distinction That Make the Ad. Stand Out," but it was discarded because too long. Nevertheless that would be an excellent title, for the examples forming the basis of this little story about the work of William A. Kittredge, of the Franklin Printing Company, Philadelphia, Pennsylvania, emphasize far stronger than words a few of the points of distinction that cause his advertisements to stand out and exert a strong influence on the eyes and minds of those who see them. Mr. Kittredge was recently called upon to design

a large magazine advertisement for the Packard Motor Car Company, using as copy an advertisement that had already been prepared. This original advertisement is reproduced herewith above the title Fig. 1. Like all good designers, Mr. Kittredge first studied his copy, and since, in this instance, it was already in type he had the advantage of being able to see, by reason of the picture it presented, the pitfalls into which its designer had fallen.

In a broad sense there are two faults in this example when we consider that an advertisement must first command attention and then look to be, and prove to be, easy to read. No offense is given the eye by this advertisement, it is thoroughly

How Packard Balance Reduces Transportation Cost

The basic design of the Packard Twin Six motor has been wonderfully justified during the past few years of both peace and war work. So that any changes that may be made from time to time will be merely in the nature of refinements.

WHEN the average motor car buyer looks for "balance," he thinks he has found it so long as the car rests squarely on its wheels, gives a feeling of strength and power, and pleases his sense of proportion.

The trouble is generally that he stops right there. Some people never do reach the point of reckoning balance in terms of operating cost, or in what they receive for their transportation dollar.

They miss the true relationship between the first cost of a car and its final cost — its running charges, upkeep and repairs through the life of the car.

Right balance is found when the cost of maintenance is low enough to offset a higher initial expenditure; when the used-value is sufficient to count materially towards the purchase of a new car; when the quality of the transportation is such that it delivers you at your destination fresh in nerves and body.

It does not take long for high upkeep and unreliability to out-weight low purchase price.

And this is the secret of that well known fact that a compromise car always proves more costly in the long run than the Packard.

Because of the perfect balance of the Packard Twin Six, it is less expensive to maintain than automobile costing two-thirds or one-half as much.

Its ease of motion, its freedom from vibration, its tremendous reserve of power, combine to give it the longest life of any car in America.

In fact, motor car investment is like any other investment — in the end the seasoned security pays better than the speculative stock.

The Packard people are transportation experts. They have more to tell you on this subject than any other organization in the world. You can ask them to discuss your car problem without obligation. It is to your interest and profit to do so.

"Ask the Man Who Owns One"

PACKARD MOTOR CAR COMPANY OF NEW YORK

1861 Broadway

Brooklyn: Flatbush and 8th Avenues
Long Island City: Queens Boulevard at Hill St.
White Plains: Main Street at Martine Avenue
Poughkeepsie: 239 Main Street

Newark: 1106 Broad Street
Jersey City: 10th Street and Carlton Avenue
Philadelphia: 625 Park Avenue
Paterson: 409 Broadway
Hartford: Washington Street at Park

New Haven: 204 York Street
New London: 80 Washington Street
Springfield: 812-14 State Street
Pittsfield: 121 West Street

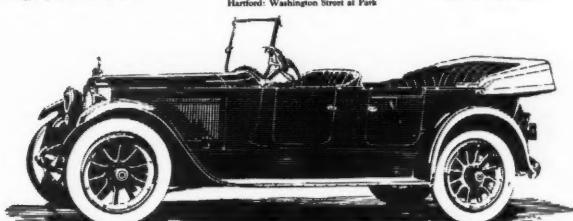


FIG. 1.

pleasing from an esthetic standpoint and is not to be called wholly bad in general. We have seen many worse examples of advertising composition. Harmony is good because one style of type is used throughout and the fact that the illustra-

like thousands of other advertisements — it does not offend, but it has no points of distinction to make it stand out. While pleasing to the eye, nevertheless it fails in that first analysis of type display, that is, its effectiveness in getting proper attention.

The second fault is, of course, more or less minimized in this particular instance by the nature of the copy. If the heading should gain a hearing, those interested in an automobile of the Packard class are quite likely to read through. But that is not at all certain. Furthermore, we are considering physical features and not copy, and it must be admitted that many displays so handled would not have the advantage this one has in the alluring bait it holds out.

The appearance of considerable matter is given by the closeness of the type throughout, and also by the fact that the copy is not broken up into logical groups with a view to suggesting a minimum amount of reading matter.

Mr. Kittredge made two arrangements of the copy, both appealing for attention by widely different forces. In Fig. 2 character and distinction, change from the commonplace and ordinary, are given by the striking contrast of tone between the border and illustration and the type matter. Clever contrasting of tones, as in this instance, gives "pep" to type display, which is in addition to the stronger attracting force which black has over gray. This advertisement if placed alongside Fig. 1 in a newspaper would literally drown it. It would hold its own in any company, yet it does not offend, for the stronger notes are massed in two places — in border and illustration — and are not diffused over the page.

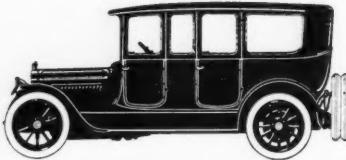
Next let us note how cleverly Mr. Kittredge has broken up the main display. "Packard Balance" in this advertisement has identity as a feature, whereas its treatment in Fig. 1 suggests that it is only a quality. People will talk of "Packard Balance" after seeing it emphasized as in Fig. 2, which is questionable following such treatment as in Fig. 1. It may at first be thought that emphasis is given this line at the expense of the second because it is much larger and because the second, which carries a very interesting point, is even smaller than in the first advertisement. Neither stands out as a feature in the heading of the first advertisement — both do in the second, and the smaller is more emphatic, though smaller, in

the second advertisement for the simple reason that it is given a pleasing distinction from the first.

Fig. 2 looks easier to read than Fig. 1, as indeed it is, although the body is in the same point size. This is true because of the division of the text, matter which could logically stand apart from the argument of the advertisement being segregated.

The position of the illustration in Fig. 2 is better than in Fig. 1. It spots the eye at the main display, the words that will

NEW LONDON: 391 WILLIAM STREET • LONG ISLAND CITY: QUEENS BOULEVARD AT HILL STREET • NEWARK: 1106 BROAD STREET • PATERSON: 489 BROADWAY • SPRINGFIELD: 324 STATE STREET • PITTSFIELD: 121 WEST STREET • POUGHKEEPSIE: 239 MAIN STREET • JERSEY CITY: BOULEVARD AT CARLTON AVENUE • HARTFORD: WASHINGTON STREET AT PARK • PLAINFIELD: 428 PARK AVENUE • NEW HAVEN: 280 YORK STREET • BROOKLYN: FLATBUSH AND EIGHTH AVENUES • WHITE PLAINS: MAMARONECK AT MARTINE AVENUE



PACKARD BALANCE

How It Reduces Transportation Cost

WHEN the average motor car buyer looks for "balance," he thinks he has found it so long as the car rests squarely on its wheels, gives a feeling of strength and power, and pleases his sense of proportion.

The trouble is generally that he stops right there.

Some people never do reach the point of reckoning balance in terms of operating cost, or in what they receive for their transportation dollar.

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Right balance is found when the cost of maintenance is low enough to offset a higher initial expenditure; when the used-value is sufficient to count materially towards the purchase of a new car; when the quality of the transportation is such that it delivers you at your destination fresh in nerves and body.

It does not take long for high upkeep

and unreliability to outweigh low purchase price.

And this is the secret of that well known fact that a compromise car always proves more costly in the long run than the Packard.

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The Packard people are transportation experts. They have more to tell you on this subject than any other organization in the world. You can ask them to discuss your car problem without obligation. It is to your interest and profit to do so.

"Ask the Man Who Owns One"

PACKARD
MOTOR CAR COMPANY OF NEW YORK
1861 BROADWAY

FIG. 2.

tion is grayed down by the Ben Day process minimizes the bad effect of its placement at the bottom of the design, although, of course, it is still open to objection on that score. That point will be passed over, however, as it is not so much from the standpoint of beauty as of display effectiveness that we are to consider Mr. Kittredge's work.

Fig. 1 is of a type that does not quickly and surely grip the eye of a reader. This is largely due to the commonplace style of its arrangement, in fact to its general makeup. It is much

compel reading if anything can, and it maintains the advertisement in keeping with its theme by balancing it.

In the opinion of the writer Fig. 2 is open to objection on only a single score. The locations of the various branch stores, reversed in the border, are not clear, and it would necessitate some contortion, and perhaps eye strain, to find the particular one desired.

In the second of Mr. Kittredge's advertisements, Fig. 3, he has depended on altogether different devices for catching the eye. The contrast of tone, so striking in Fig. 2, is absent and, instead, we have as near perfect harmony of tone as one could expect from illustration, type and ornament in combination. His dependence for gaining attention is placed in this beauty of effect and the clever out of center balancing of the several parts. Occult balance is here developed to a high degree of perfection.

It is, however, in the extent to which it overcomes the second big objection to Fig. 1 that Fig. 3 scores highest. We doubt whether the same matter could be arranged in a way that would look to be, and be, easier to read than is here accomplished. This is true, first, because it is set in a lighter face of type than either of the other two. Caslon and other plain roman styles of like weight are easier to read than the same sizes of bolder types, even of the same family. It is also true, in a suggestive sense at least, because of the division and classification of parts to the end that the largest amount of copy in a single group — by which the extent of the text is judged — is reduced to a minimum with the size of type used.

The clever physical balance is a study in itself. The illustration at the right spots the eye, while the white space above the heading and the heading itself are assurance that the eye will not be held away from it. The paragraph in the panel is emphasized by its position and because it affords variety, yet it is properly subordinated to the text of the advertisement in size. The locations of the different branches are clearly set forth for quick and easy reference, yet these are also subordinated in size to the main text of the advertisement.

Probably Fig. 3 will not impress the eye as forcibly as Fig. 2, but certainly more than Fig. 1, as the picture it presents readily shows. It has an advantage over Fig. 2 in that it is perhaps more agreeable to the eye and will thereby hold it longer. Still another advantage is its exceptional legibility, and the fact that it looks extremely legible.

All things considered, the writer considers Fig. 3 the best, but that does not mean his readers should think likewise, for Fig. 2 has several fine points in its favor. Regardless of first impressions, or personal opinion of the value of the different points of distinction that make an advertisement stand out, any one will profit by close study of the three advertisements.

SAVING TIME RUNNING AROUND INITIAL LETTERS ON THE MACHINE.

In a printing plant where a certain publication is set each month a plan is followed that saves quite a bit of the machine men's time. The publication is a high school monthly, and all of the important articles lead off with initial letters. Some time ago — shortly after receiving the work — the entire alphabet of the initial letters was gone over and the various widths of the individual letters ascertained. A memorandum

ASK
THE MAN WHO
OWNS ONE

**How Packard Balance Reduces
Transportation Cost**

**THE basic design of
the Packard Twin Six
motor has been wonderfully
justified during the past few
years of both peace and war
work; so that any changes
that may be made from time
to time will be merely in the
nature of refinements.**

BROOKLYN:
Flatbush and Eighth Avenues

LONG ISLAND CITY:
Queens Boulevard at Hill Street

WHITE PLAINS:
Mamaroneck at Marine Avenue

POUGHKEEPSIE:
239 Main Street

NEWARK:
1106 Broad Street

JERSEY CITY:
Boulevard at Carlton Avenue

PLAINFIELD:
628 Park Avenue

PATERSON:
489 Broadway

HARTFORD:
Washington Street at Park

NEW HAVEN:
204 York Street

NEW LONDON:
391 William Street

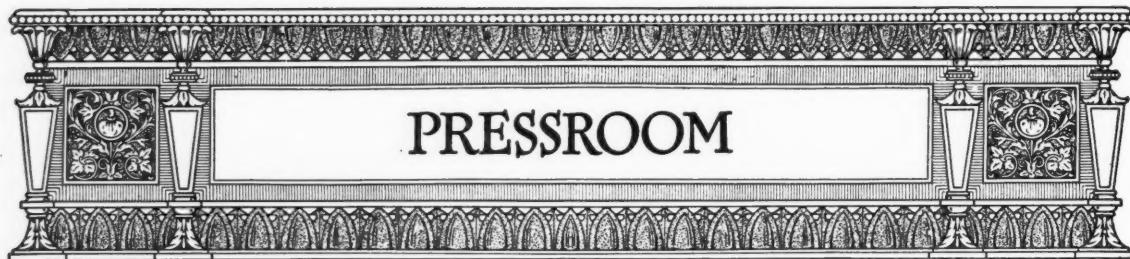
SPRINGFIELD:
832-34 State Street

PITTSFIELD:
121 West Street

FIG. 3.

of the results in this respect was later set in type and printed on a number of small cards. And now when the copy comes in each month a card is placed with it by the foreman of the machine department and handed to the operator selected to do the work. If two or more men are to do the composition a corresponding number of cards are used. However, in some cases the operators save one card from month to month, either fastening it somewhere about the machine or placing it out of the way behind the copyholder, thus economizing even on the small cost of the cards.

There are at least two excellent features about the use of the card: Time is saved the operator by rendering it unnecessary for him to measure the width of each initial as it appears in the job; and the hand type font is not required to run low because of many of its letters being out on the different composing machines.—*By John E. Allen.*



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

How to Secure Clean, Sharp Edges on Halftones.

A Massachusetts pressman writes: "Will you kindly inform me how to keep down the edges of halftones? I find that I can not secure as clean an edge as I should like."

Answer.—The printing of square finished halftones, with or without the line on edge, may be done without the harsh edge, by cutting the overlay just a trifle inside the outward margin of printing. This may be done without breaking the edge in the print. If too much is taken off the overlay it will readily show. A little experimenting will soon show you how close to the edge the cutting may be safely done. On vignette plates the cutting usually is carried considerably inside the outward margin as a fade away print is desired.

An Interesting and Valuable Booklet.

The Babcock Printing Press Manufacturing Company, New London, Connecticut, has issued a sixty page booklet describing the manner of erecting, adjusting and operating presses of their manufacture, but relating especially to the Optimus press. This booklet is filled with information of real value to all pressmen, whether they operate an Optimus press or not, as it contains vital information for the mechanic and pressman. The halftone and letterpress pages are printed on enamel stock with a cover in three colors on antique stock. As an example of information which should benefit all pressmen we will quote a paragraph: "When paper that is not thoroughly dried out is brought into a warm pressroom the edges will sometimes shrink, leaving the center of the paper 'buckled' or full. Fine register can not be had on such paper; neither should paper be brought from the outside cold and immediately printed. Nor can close register be expected when the paper is charged with electricity. There is now, however, a positive cure for the old time evil of electricity in paper, of which printers can avail themselves if they will." This booklet will be sent free, and those interested should write direct to the Babcock company.

Printing on Bond Paper.

An Arizona publisher submits several specimens of a letter-head printed in two colors. The accompanying letter reads: "Kindly tell us what is the matter with the red ink line of the enclosed letterhead sample. What could we have done without changing the impression screws and inserting a heavier press-board. We had the same impression for both forms. The rollers were not soft, in fact, they were harder than those used on the black. If it is not the ink entirely, then what? We have no trouble finding a black ink for linen finish and other bonds, but often have trouble with the colored inks. Can we buy a colored bond ink, or, if not, what treatment can we give this ink to make it work better on linen finish bond paper? Can you recommend a book that will inform us thoroughly concerning inks?"

Answer.—You may improve both the black and the red impressions if the type is in good condition and is clean. A tympan of hard paper, not more than four sheets, and one

pressboard should be sufficient. When the first impression is pulled, it should not be strong enough to indent the top sheet, otherwise your type has suffered or will suffer as a result. Begin with a light impression and add thin sheets of paper under the pressboard until a legible print is secured. Have pressboard just beneath the top sheet. Before you place the form on the press be certain that it is not sprung. You can tell by the sound given when planing down the form. A sprung form will invariably cause a slurred print as shown in both the black and the red forms. Order a bond red ink in one-half pound tubes, and keep the screw top on when not in use. This is the most economical way to order high priced inks. For bond or other hard paper you should use the best ink, and have rollers that are not too hard, and the rollers used should roll over the form and not slide. Wood bearers locked up next to the chase will insure the rotation of the rollers. The diameter of the rollers should equal the truck rolls. Tape the truck rollers with surgeon's or friction tape to equalize diameter, as the ink is deposited better from the surface of the roller than when the roller is too large. Aim never to use old type on bond paper. There is no book that tells you just how inks should be used. For cheap paper use a soft ink; for hard papers use stiff, high priced inks.

Improper Make Ready Spoils Job.

A Missouri publisher submits a specimen of commercial printing for a local bank which was unsatisfactory. His opinion was that the ink was at fault, whereas the fault lay principally in an incomplete make ready. Our suggestions, in part, were as follows:

We do not believe the fault of printing is altogether due to the ink, as the make ready is not complete. We are sending you a markout sheet showing how part of the work could be done. To make it more complete you should have an overlay of the plate with the shaded letters. This overlay should have all the shaded part cut away to soften the pressure, so that the heavy part of the design could print strong, as it should. The best way would be to have an overlay system installed. If you do not want to go to that expense, send us a printed impression of the plate with the shaded line, on a piece of smooth manila, and we will show you how to make an overlay which will give you good results in such work. On the back of the sheet you will find tympan layout described by lines which are intended to indicate the sheets of paper and pressboard to compose your tympan. First, you should have a top sheet of oiled manila; this should be smooth and hard. Under this should be a sheet of pressboard, zinc or aluminum, then about four sheets of thin manila or other smooth paper. Attached to the top sheet of these latter mentioned pieces should be the make ready described before, and the plate make ready or overlay. A make ready should give you all the necessary relief to press the black ink into the paper and obviate the spotted appearance showing in your proofs. The best ink you can secure would avail but little toward giving you satisfactory results if the make ready were incomplete.

JOHN SMITH'S BOOKKEEPING.*

NO. 8.—BY R. T. PORTE.

Accounts.



JEFFERSON BELL was a great power in his county, probably more so than he realized, but he never tried to profit from that power. He seemed content to sit in the background, in a way, and through the *Banner* have his say upon important political events. He would say what he thought with no regard for the financial consequences, yet remain loyal to his party in the end, and this made him an important factor, one to be taken into account. And what was true of him is true of thousands of other country editors to whom personal benefit is the last thing to be thought of, or was ten or more years ago. So on the night that a number of party leaders were in close consultation with Jefferson Bell over political matters, discussing issues and policies of the county, John Smith was busy at a much different task, and with him was the cashier of the bank.

This evening the conversation of the men drifted around to the condition in which they found the books of the *Banner* when Smith took over the business management, and the changes they had made in the methods of keeping accounts.

"It does seem strange," the cashier said, among other things, "that a man will become so wrapped up in trying to save his country and getting the right man to hold office that he will neglect his own business affairs."

"Can't do two things at the same time," Smith replied.

"Nonsense," the cashier sniffed, "why not? A man can serve his country all right and really do the country a favor by taking care of his own interests also."

On the following day Smith went into the bank and again brought up the matter of accounts.

"That old ledger of Bell's is almost worn out. It is dirty and torn, and we ought to have a new one. What kind should we get?"

The cashier took down a catalogue of a stationery supply house and turned to the page where various kinds of binders, ledger sheets and other things of a similar character were shown.

"The kind of a ledger I would advise you to buy is a $2\frac{1}{2}$ in. loose leaf binder like this illustration, the page size to be $9\frac{1}{2}$ by $11\frac{1}{8}$. This is the standard size, and the most convenient. One with a round back is preferable, although some say the flat back is better. You can suit yourself. The matter of ledger leaves is the most important, and I like this style myself. It is different from the old fashioned ledger leaf with 'debit' and 'credit' sides, and it provides for a 'balance' column, where the balance can always be kept."

"Guess that is about right," Smith said, "and I wish that you would send for one, and 250 sheets, and an index, too. You didn't say anything about one, but I see they are listed."

"This will fix you up with books, and you will only have to buy new cash journal sheets when you need them, and ledger sheets, too, although you may have to buy transfer binders for both of them — that will come later. I'll order these at once, and then when they come, we will start Mamie to posting the accounts from the journal to the ledger, and finally get a trial balance."

It was several days before the binder and the ledger sheets arrived, and meantime Smith was thinking about the method, or lack of method, of keeping track of subscription accounts. Some years ago Bell had bought a book for this purpose. It was a long narrow book, with slots in the thick leaves to carry

***NOTE.**— This is the eighth of a series of twelve stories of John Smith, printer and publisher, and his methods of keeping accounts. Copyright, 1920, by R. T. Porte.

slips of paper. The names of the subscribers were written on these slips, and one or more leaves were devoted to each of the different post offices. When a subscriber changed his address the slip was removed to another page, and when a subscriber paid for his subscription the matter was recorded on the slip. Even this was in a deplorable state, as a mailer had been installed in the plant and the entire subscription list set in type. Attempts had been made to keep up both of them, but in a large number of instances neither was accurate, and sometimes the slips would show that a subscription had been paid, while the type in the mailing list did not show it, and

POST OFFICE		STATE	NAME	
ADDRESS	Asheville	O.	Jesse B.C. Way	
DATE		O.	ORIGINAL SUB. STARTED - DAY	
CH'D TO	103 Bladon,	O.	10-14-1906	
	1810 Asheville	O.	REMARKS	
PAID BY DATE PAID PAID TO AGT OR OFFICE DATE EXPIRES AMOUNT				
W	10/1/06	Agf.	10/1/07	100
	5/6/08	0	'08	200
	5/1/10	0	'11	200
	5/1/11	0	'12	100

Two Index Cards for Keeping Record of Subscriptions.

then the reverse. In case of a dispute with a subscriber the only safe way, apparently, was to take the subscriber's word for it.

To John Smith's orderly mind this was something that must be changed. If the keeping of accounts with advertisers was important, why not with subscribers, even if there were a large number of them.

For Smith to think about a thing meant that in the end he would do something. So it was with the subscription account. He spent one evening going over the old subscription book and figuring on sheets of paper. Finally he smiled with satisfaction. The next day he printed some index cards, bought a couple of 3 by 5 inch index files which the cashier had but did not use, and then he and Mamie started checking over the mailing list with the old subscription book and began filling in the cards. The cashier came down a couple of evenings and helped with the work, and finally it was completed, the galley corrections made, and a complete index of the subscribers brought up to date.

The cashier made a valuable suggestion which was immediately acted upon:

"Why don't you put the index cards in the boxes according to months," he said. "Then you will have a record of when the subscriptions expire. The galley proofs will give you the date of expiration, and by turning to that month you can get

*NOTE.—This is the eighth of a series of twelve stories of John Smith, printer and publisher, and his methods of keeping accounts. Copyright, 1920, by R. T. Porter.

the card. On the other hand, by having the cards according to months, Mamie can take these cards the first of each month, make out the bills and send them out. As the subscribers pay up, the cards can be advanced a year ahead under a new index, and you do not need to refer to them unless it becomes necessary to make a change of address. The delinquent accounts will be shown up in the old index guides, and will be a reminder that you ought to get the money."

"Not a bad idea," Smith said, "and we will do it. And by having them in this way it will make it necessary for us to keep both the galley lists and the card lists right up to the minute."

"Why not print the galley address on the back of the card?" Mamie asked. "It seems to me that it would help a great deal in keeping the lists accurate."

Besides the accounts that showed how much money was owed the firm of Bell & Smith, accounts had been opened with the wholesale paper houses from which they bought goods, and now each invoice was not only entered on the cash journal, but also against each separate account, so that they could tell at any time just how much money they owed, also just how much they owed any certain firm; and at the end of the year they could see how much they had bought from any one concern. When the statements came in at the end of the month they could be checked with the account as shown by their ledger, and if correct, why, all right, they could be paid; if not, the matter could be looked into. Being few in number, these accounts, which she called "accounts payable," were not indexed, but were put under the index in the back of the book, so as to keep them separate from the "accounts receivable."

SHEET NO. 1

3

NAME *Central Ohio Paper Co.*
ADDRESS *Columbus, Ohio*

SHEET NO. 1

1

NAME *People's Department Store*
ADDRESS *Bladon, Ohio*

DATE	ITEMS	FOL.	DEBITS	CREDITS	BALANCE
Nov 6	Divide Nov 2	2	82.3	82.3	
17	" Nov 15	3		371.65	371.65
18	Bill rec'd		368.89		7.76
	Discount			7.76	
					0.000

DATE	No.	ITEMS	FOL.	DEBITS	CREDITS	BALANCE
Nov 1		Balance	1	283.0		
1 21		5 in. Stats	1	105.0		388.10
6		Adv. 30 in.	2	300		418.10
6 1		18 lines Reader	2		90	427.10
8		Cash on Acct	3		214.5	152.5

Two Ledger Sheets, Showing Method of Entering Accounts.

"And something else for John to do," put in Smith. "I don't think much of the idea, but may be it wouldn't be a bad thing to do, though it is not vitally important."

The following day the binder and the ledger sheets arrived, and Mamie started to post the ledger. Jefferson Bell was a much interested spectator of this new act, and examined the binder after the ledger leaves had been inserted between the index.

It again fell to Mamie's lot to tell Bell all about the latest new "wonder," as he insisted on calling it. Mamie carefully explained the advantages of the loose leaf system over the old bound ledger which Bell had used. She told how easy it was to look up an account; how, when the pages were filled, they could be taken out and put in a transfer binder, and new accounts opened up under the right index without disturbing the other accounts, and many other advantages.

Then she showed Bell how they were taking the old balances of the "accounts receivable," as found the first of the month and putting these amounts under each separate account, giving a full sheet to each account, then from the cash journal posting each entry to the accounts in the ledger, carrying forward the balances as the entries were made, so that the balance could be ascertained in a moment.

Jefferson Bell looked with much interest at the two pages of the People's Department Store and the Central Ohio Paper Company. He noticed that a special column had been ruled on the sheet for the department store with "No." written in, and in answer to his inquiry as to what that was for, Mamie carefully explained that it was for the purpose of putting in the number of the job or the advertisement so that reference could be made to it at once if any question came up. Putting in the number of the job made the thing more complete. The column headed "Fol." was meant to contain the number of the cash journal page from which the entry was made.

Jefferson Bell examined each carefully, then went back to his desk. "Well, friend of many years," he said, taking up his old pen holder, ink smeared and worn, "they have still left you with me, and as you have succeeded the goose quill of years ago, no doubt they will put something in your place, but as long as I have writing to do, you will remain with me."

Turning to a newspaper he glanced at an advertisement for a new kind of a typewriter that could be carried around, and which was described as just the thing for writers, editors, etc.

That was too much for Jefferson Bell, so he took his hat and went out into the fresh air and down Main street.



This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

New Book on Printing—"Modern Type Display."

A manual in the execution of fine typography that is itself an example of excellent craftsmanship, a book that will be treasured by lovers and doers of good printing as much for its beauty as a book as for the authoritative text which it contains, is now available to compositors and advertising layout men.

The new book, "Modern Type Display," is by J. L. Frazier, for six years associate editor of *THE INLAND PRINTER*, formerly chief instructor of the I. T. U. Course of Instruction in Printing, now advertising manager of The Seng Company, Chicago, but also a contributor to *THE INLAND PRINTER*, as editor of the Job Composition and Specimen Review Departments.

Mr. Frazier undertook the preparation of this book into which he has put his best effort, in response to repeated suggestions from readers of *THE INLAND PRINTER* and those who have heard his lectures on typography. The often expressed desire for a book which would not be "over the heads" of average readers, but which would lead easily and clearly from the simpler problems in typographical display to the more difficult, has plainly influenced Mr. Frazier in the preparation of "Modern Type Display."

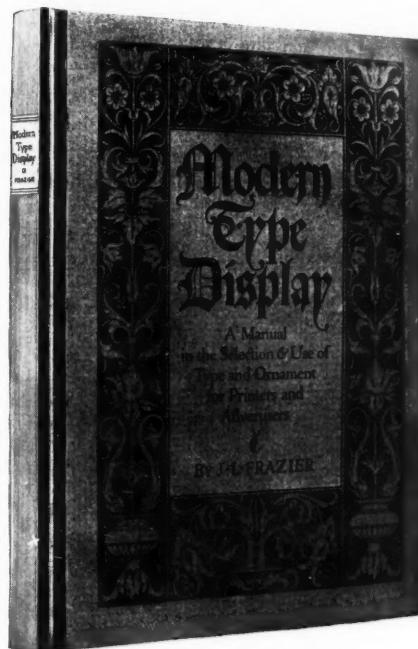
"Type display to be successful," the author states in his foreword, "must attract and interpret," that is, command attention and express itself clearly and forcibly. The entire text is devoted to a logical and scientific, yet simple and readable, development of the study of typography in relation to these two broad and important phases.

Chapter headings which give an insight into the contents are as follows: "Fundamentals of Display," "Contrast," "Subordination and Emphasis," "White Space and Margins," "Type Styles in Display," "Capitals, Lower Case and Italics," "Interpretative Display; a Summary," "Rules in Type Display," "Shape Harmony," "Tone Harmony and Contrast," "Decorative Borders," "Initial Letters," "The Use of Ornament," "Proportion," "Symmetry and Balance," and "Contour." Woven into these chapters many other important subjects are covered.

Following the eighty-odd large 9½ by 12 inch pages of text is an appendix of thirty pages containing numerous specimens of fine printing by many leading typographers. These are in colors, as are a number in the section devoted to text, and many are in full size. These have been selected by Mr. Frazier from the thousands he has examined. In all there are more than two hundred illustrations in the book, for the most part samples of fine printing in one and two colors.

Physically the book is unusually handsome. Substantially bound in boards, covered on the sides with a beautiful deep black stock of fine quality and over the back with cloth, it presents a fine appearance as our illustration shows. The cover design is printed in two colors, as is also the label on the back. Excellent stock is used throughout and the printing by The Henry O. Shepard Company is of the best quality.

The book is not a ponderous one, but the 120 pages, the text of which is in no larger type than necessary for legibility, is crammed full of meaty information for ambitious students of



New Book on Display Typography.

printing and advertising, and it is in every sense a de luxe volume. The edition is not large, hence it will pay those desiring copies to get their orders in early.

"Modern Type Display," by J. L. Frazier. Price, \$5, postage and packing 25 cents extra. Order from The Inland Printer Company, 632 Sherman street, Chicago.

"Der Deutsche Buchdruckerverein."

We have been favored with a copy of a "jubilee volume" issued by the German Master Printers' Association, under the above title. It was published to celebrate the fiftieth anniversary of the founding of the organization, on August 15, 1869. The volume was compiled by Alfred Heller, of Munich, and the printing was done by the house of J. J. Weber, at Leipsic. It presents a history of the Deutsche Buchdruckerverein from its start down to the present day, and is illustrated by pictures of its various officials and leaders and views of different Leipsic institutions. The form is a large quarto, and the matter is printed on white heavy antique paper. The type face is a very handsome one, very easy to read, and may

be described as an attempt to Romanize the German or Fraktur style. The illustrations are printed in a brownish black, on an undertone plate of very light brown, presenting an artistic combination. The pages have large margins, and on the whole the volume may be classed among art books, and is entitled to a prominent place in the collections of those who love books for their getup and appearance.

"Effective House-Organs."

One of the best works on house-organs that has been published in recent years is the book entitled "Effective House-Organs," by Robert E. Ramsay. Both from the technical side and from an editorial standpoint of the subject, the work is practical and timely. Through his wide experience as a house-organ editor, as editor of *Advertising and Selling*, and through his extensive correspondence as chairman of the Division of House-Organ Editors of the Associated Advertising Clubs of the World, Mr. Ramsay is eminently qualified to speak with authority.

Part 1 is devoted to the principles of house-organ editing. Under the heading, "Historical," we note that the house-organ idea dates from the time of Franklin, when he issued his *Poor Richard's Almanac*. Many have developed into general magazines of national circulation. Notable among these may be named *Printer's Ink* and *System*.

As to the physical makeup the author divides house-organs into six main classes: (1) blotters; (2) envelope enclosures; (3) booklets; (4) newspapers; (5) magazines; (6) novelties, which may be either in form of cutouts or makeup of binding. From the standpoint of editorial content he names four general classes: (1) salesmen's or agents' house-organs; (2) dealers' house-organs; (3) employees', or internal, house-organs; (4) consumers', or users', house-organs. A full explanation of the various classifications is given.

In the chapter entitled "The Plan," the author lays special stress on the importance of a definite plan as to policy, purpose, and the editor, before publication. Just as no advertising campaign can be successful without a plan, so no house-organ can meet with the success it should have unless it is planned before it is started.

After discussing the plan, the author takes up the preliminaries, which are a natural outgrowth of a carefully planned publication. Five important things to be considered are: (1) name; (2) size; (3) frequency of issue; (4) cover, if there is to be one; (5) style. While it is true, as the author states, that all of them can be, and some of them must be, changed, as the publication progresses, these five important things should be given careful consideration before the first number is issued. Another chapter is devoted to the gathering and use of data.

Printers who are interested in house-organs, either as publishers or simply as producers, will find much of value in the chapters on "The Makeup" and "The Mechanical Details." Such elements as color, typography, illustrations, stock for cover and inside, publication and closing dates, preparation of copy, layout, dummy, proofreading, overruns, and problems of distribution are taken up and discussed at length.

Part 2 deals with the application of the principles set forth in Part 1—in other words the "how and why" of successful house-organs. The results of various successful house-organs, designed to reach nearly all types of readers, are set down as examples to other editors and publishers.

We quote from the chapter "How Printers, Engravers, Papermakers, and Allied Crafts Have Used House-Organs Successfully": "If there is any one field of business that should use house-organs regularly, it is the printing field. A résumé of the field shows that very few of them are using the vehicle regularly. In fact, printers are generally admitted to be about the poorest class of advertisers of their own ability that there are in business the world over. The reason that so

many printers do not make a success of even continuing the publication of their house-organ is that they only issue it when they need work, and then as they get work they put aside their own publication, and, as a consequence, they lose continuity, which is especially fatal in the field of personal publications."

Part 3 contains considerable reference data on the subject, designed to be of use to editors and others contemplating the production of house-organs. The utility of the work is further enhanced by over forty full page plates, illustrating a larger number of actual examples of house-organs.

"Effective House-Organs," by Robert E. Ramsay. Published by D. Appleton & Co., 29 West Thirty-second street, New York city. Price, \$3.50.

"Printing Trades Blue Book—Illinois Edition—1920."

The eleventh annual Illinois edition of the Printing Trades Blue Book has recently been issued by the publishers, A. F. Lewis & Co. The largest of three directories published by this firm, this edition contains over five hundred pages, conveniently divided into two main sections, namely, a general directory of printing firms and printers' supply houses, and a classified directory, both thumb indexed for ready reference. In the general directory the Chicago addresses take up over three hundred pages, the down state printers and allied firms being in a separate section. A water mark directory and considerable trade information are included in the volume.

"Printing Trades Blue Book—Illinois Edition—1920," compiled by A. F. Lewis. Published by A. F. Lewis & Co., 608 South Dearborn street, Chicago, Illinois.

"New Geography—Book One."

We have recently received a copy of "New Geography—Book One," written by the veteran geographer, Alexis Everett Frye. The new edition of this book includes considerable new matter not in previous editions, as well as after the war maps and several full page illustrations in colors. It is an interesting book of over two hundred and fifty pages and one that will be prized by students of geography.

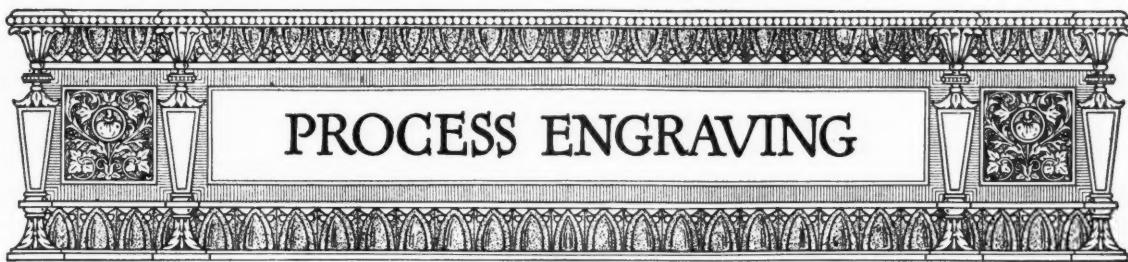
"New Geography—Book One," by Alexis Everett Frye. Published by Ginn and Company, 15 Ashburton Place, Boston, Massachusetts.

SOLUTION OF THE PRINTERS' PUZZLE.

The following rearrangement of the squares gives the solution of the "magic square" problem published in our

G 230	U 231	T 243	E 242	N 249	B 260
E 259	R 232	G 247	P 241	R 250	I 226
N 258	T 252	E 239	D 245	H 233	I 228
S 227	F 251	O 240	R 246	T 234	Y 257
T 256	W 235	O 238	L 244	I 253	N 229
E 225	B 254	I 248	B 237	L 236	E 255

June issue. We trust that many of our readers were able to work out the proper rearrangement.



BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Photographic Emulsions.

The Photo-Miniature just issued, number 179, tells in a concise manner the principles and practice of gelatin emulsion making for all purposes. Among others is an emulsion for process plates. This little book is a valuable addition to a photoengraver's library. It costs but 40 cents and can be had from a photographers' supply store or from Tennant & Ward, 103 Park avenue, New York city.

Leave It to the Engraver.

W. Livingston Larned, in an article in *Printer's Ink* on "Graying Down the Background," advises that the engraver be consulted more frequently than at present. Among other things he says: "Many artists prefer to leave the high lighting and graying to the engraver. Mechanically he can give an absolutely even tint, while distemper color on the drawing is often deceptive and disappointing. It is a too common belief that 'Ben Day' means only a black shading, either put on the original drawing or on the plate. The idea and result can be exactly reversed. In other words Ben Day tints can be made to lighten blacks. A pattern is virtually cut into the black, lightening it proportionately and regulated only by the type of pattern selected. You may send a circle of solid black, inked in, to the engraver, and he can give you plates of many wonderful, different types. One will secure its gray effects through dots, another with lines, another with cross hatching, etc. We advise giving the engraver an opportunity to act as a helpful, friendly coworker where odd effects are needed and are desirable. It is not until you look through his eyes that you begin to see the remarkable progress made in recent years."

Photoplanography by Photoengraver.

"Photoengraver," Philadelphia, writes: "I have been helping out a neighboring lithographer by photographing drawings on his zinc plates grained for offset printing. I use the regular sensitized albumen solution, coating and whirling the plates fastened to a board by thumb tacks. I roll up with etching ink, develop under the tap with cotton and then turn the zinc sheet over to him wet and he manipulates it to suit himself. If the grained zinc plate is to be used on the offset press I don't have to strip and turn the negative, while if he is going to print from the zinc direct the negative must be turned as in photoengraving. Is there any better way of doing this work?"

Answer.—When copy is to be reduced or enlarged, printing on the zinc from a negative as you do is as good as any, the proof being that your lithographer is satisfied with the results. When a form of type and line engravings is to be printed on the offset press, a good plan is to carefully pull proofs in "Positive Black" ink on Fidelity onion skin paper made by the Esleek Manufacturing Company, of Turners Falls, Massachusetts. While the printing ink is still fresh, dust it with

fine bronze powder or fine lampblack. Sensitize the offset grained zinc with enamel solution instead of albumen, and print on the zinc from this onion skin positive. Develop under the tap, aided by wet cotton, so as to get rid of scum. When the negative print on the zinc is dry, roll up and rub into the zinc softened etching ink. Then put the zinc in a weak potash solution until the glue is softened and comes away, leaving the greasy ink image in direct contact with the grain of the zinc without an underlying film of albumen, as is the case when printing from a negative as you are now doing. When properly done this is considered the better way to do "photoplanography," as it is properly called.

Three Color Ink in Practice and in Theory.

The difference between long practical experience and laboratory theory is well illustrated in recommendations as to the proper printing inks for three color process plates. William J. Wilkinson's report on this subject adopted by the photoengravers and color printers in convention says: "We should select for the yellow a color which contains no red—or as little of it as possible. The red should contain no yellow, or otherwise it will be difficult to produce pinks and purples. The blue should be free of red, as nearly as possible." Now read in the June *Printing Art* A. J. Newton's views on the same subject: "A red must be reproduced by printing full strength magenta inks. Now the yellow ink allows some of the blue to be reflected, and the magenta allows so much of the yellow and yellow green to be reflected that the result will be a grayish orange rather than a true red. Yellow will be reproduced by the yellow ink alone. This will be fairly satisfactory, except that there is some degradation due to the absorption of red and yellow and the reflection of some blue, these effects making the color somewhat grayer than it should be. A pure blue will be reproduced by full strength blue and full strength magenta, but this must be degraded, because neither of the pigments reflects all the blue as it should." Three color printers as well as the writer would like to see the "pure blue" result Mr. Newton can get by combining a full strength blue and a full strength magenta.

Engraving Brass and Copper Name Plates.

The engraving of small copper name plates for machines has become quite a business in itself, and it would hardly pay photoengravers to undertake it unless they are fitted up to print and etch these plates in large quantities. Frequently the question has been asked in this department as to the best procedure in the making of a brass sign for the door or letter box. All engravers understand the making of a negative of the design or lettering to be engraved, printing it on the sheet of polished and sensitized brass, and also the deep etching, but it is the filling in of the etched plate that gives trouble. Asphalt varnish is usually used for filling in the black, and while

it is still liquid a squeegee is drawn over the surface of the metal, which removes the asphalt. When filling in a brass sign, sealing wax of different colors can be used to get beautiful effects. The etched brass plate is heated evenly and, while warm enough to melt sealing wax, the stick of, say, red wax is rubbed into the etched parts of the metal. Green and black sealing wax can also be used effectively. Should some of the wax get on the surface it can be removed easily with engravers' charcoal after the metal is cool. This also polishes the surface of the brass, which should then be flowed over with a good shellac or other transparent varnish so as to prevent the brass from tarnishing by action of the weather. If the sign becomes tarnished it can be taken down, repolished with charcoal and revarnished.

An Excellent Ground Glass Varnish.

Alfred J. Jarman gives in *The Photo-Miniature*, number 179, a formula for a ground glass varnish which is superior to any the writer has seen. In a stoneware mortar he grinds 120 grains of oxid of zinc in 3 fluid ounces of amyl acetate, and to this he adds 4 fluid ounces of amyl acetate collodion. This is filtered through cotton into a clean glass bottle. To make a ground glass, just flow this varnish over a clean glass plate, as you would collodion, and you have at once a perfect substitute for ground glass which is also waterproof.

Prices of Photoengravers' Necessities 1914-1920.

May, 1914 May, 1920

Acetic acid, 28%, carboys, per lb.....	\$0.03	\$0.05
Alcohol (denatured), per gal.....	.50	1.30
Ammonium bichromate, per lb.....	.60	1.30
Ammonium iodid, per lb.....	4.10	5.75
Cadmium bromid, per lb.....	1.15	3.25
Castor oil (5 lb. lots), per lb.....	.18	.40
Chromic acid, 85%, per lb.....	.60	2.15
Collodion base (5 gals.), per gal.....	1.60	2.75
Collodion, stripping (5 gals.), per gal.....	1.15	1.80
Copper, sheets, 22 by 28, 16 gage, per sheet.....	5.24	6.97
Copper sulphate, crystals (100 lb. lots), lb.....	.06 1/2	.10
Corrosive sublimate (5 lb. lots), per lb.....	.80	1.95
Dragon's blood, best, per lb.....	1.00	2.00
Iodin resublimed, per lb.....	3.85	5.10
Iron sulphate, crystals (100 lb. lots), lb.....	.03 3/4	.06 1/2
Nitric acid, 38%, carboys, per lb.....	.05	.09 1/2
Potassium bichromate, crystals, per lb.....	.15	.85
Potassium iodid, crystals, per lb.....	3.20	4.05
Silver nitrate, per lb.....	6.30	11.50
Sodium cyanid (10 lb. lots), per lb.....	.23	.50
Sodium sulphid (5 lb. lots), per lb.....	.25	.60
Zinc, sheets 22 by 28, 16 gage, per sheet.....	1.33	2.33

Calcium Chlorid in Collodion.

"Old Timer," Chicago, writes: "First, I want to thank you for the information I have gotten from you all the years I have been regularly reading the Process Engraving department in THE INLAND PRINTER. The ammonium cadmium collodion formulas I use I got from your pages. I also use a little calcium chlorid on your recommendation. We have a new halftone man here from Canada and he brings a new idea in the way of lithium chlorid. Is there any advantage in lithium? What is the use of a chlorid in a collodion anyway?"

Answer.—The writer has been slow to recommend chlorid salts in a collodion for the reason that in his experience they seem to contaminate the silver bath sooner than when only iodids and bromids are used. Lithium chlorid is not likely to possess any advantage over calcium chlorid, and besides the lithium is exceedingly expensive by comparison. The object of the calcium chlorid in the collodion, as I understand it, is this: Calcium chlorid has a most powerful affinity for water, so that it keeps the collodion from drying as rapidly as it would without calcium salt. It also makes the collodion more porous apparently, so that the silver iodid and the silver

bromid are formed in the collodion film more rapidly when the collodionized plate is dipped in the silver bath. For the same reason the calcium may permit the developer to penetrate slightly into the collodion film. At any rate the slight addition of calcium chlorid prevents the wet plate from drying rapidly in the camera, and if that is so it is sufficient reason for its use.

THE PROFIT IN PRINTING.

"The printing business is operated for but one purpose — to produce a profit." That motto should be set in 72 point, bold face, printed in red and framed conspicuously near the desk of every print shop executive. He should look on it every time he makes a bid — every time he purchases new equipment — every time he does anything which affects the profit producing ability of his plant.

It does not matter how many floors a plant occupies, how many men it employs, or how much four color process printing it does for national advertisers — that plant is not a success unless it pays its executives a salary as good as or better than they could get elsewhere and returns, in addition to that, a good profit on the money invested.

On the other hand, a shop may be equipped with only one Gordon press and a case of type, its business may consist of printing cheap time cards or pay envelopes — still if it pays the owner a good wage and a reasonable profit on his investment it is a successful business.

JOHN H. BENNETT'S INVENTIONS IN HALFTONE PHOTOGRAPHY.

Camera work has been reduced to an exact science in the production of halftone and line engravings in the plant of the Sierra Art and Engraving Company, 343 Front street, San Francisco, California. This result has been secured by the studies and research work of John H. Bennett, who is in charge of the photographic department of this concern, which has long had an enviable reputation for the high class color and other plates turned out by it. Mr. Bennett's inventions have resulted not only in the production of a higher quality of negatives, but in a material reduction in cost, and a uniformity of product impossible without his devices. The increase in output is said to be easily one hundred per cent, and losses have been reduced to the vanishing point, as each step is governed by optical and mechanical formulas, calculated to the finest degree of accuracy and tabulated, leaving nothing to memory, skill or chance.

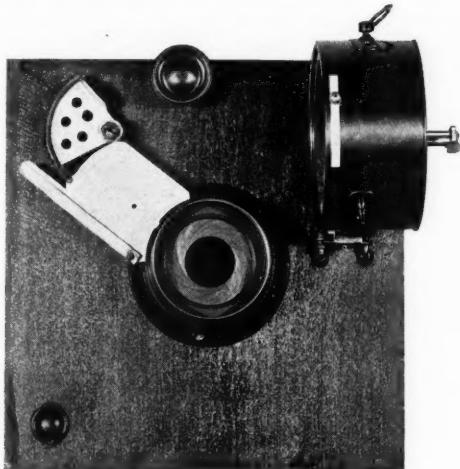
Mr. Bennett has discarded the various shaped stops universally used by halftone photographers, and relies entirely upon the iris diaphragm for variations of apertures.

He has prepared a tabulated schedule of screen distances, which eliminates calculations, guesswork or experimentation in setting the screen, whatever the number of lines may be per inch.

Another device employed by Mr. Bennett is a screen inserted in front of the plateholder in the camera, by means of which he is enabled to photograph on the same plate several objects in varying degrees of reduction or enlargement, thus utilizing every square inch of the surface of the plate and reducing to the minimum the handling of negatives and amount of chemicals required.

One of his many useful inventions is an indicator which is mounted on the camera stand, and attached to the bellows of the camera by means of a cable, a pointer on the dial indicating, as the camera is focused, just where to place the camera to make "same size" plates, or any desired reduction or enlargement of original. It also shows exactly what size of opening of the iris diaphragm is necessary to admit the proper amount of light for the best possible results.

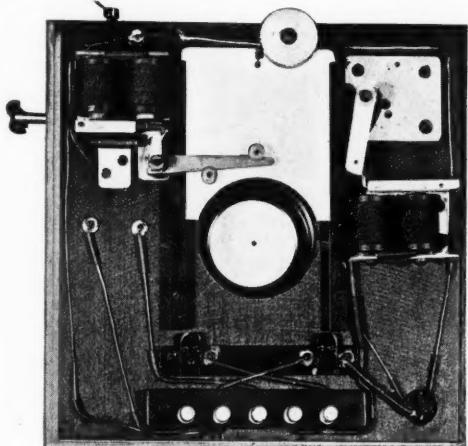
His most important invention is an electrically controlled apparatus which automatically performs the various steps in the process of halftone photography and yields a uniformity of negatives unknown where the human equation enters into the calculation. The camera man has merely to set the hand of a clock mechanism and switch on the lights and he can then go about other duties without giving the device another



Front View of Lens, Showing Flash Stop Removing Mechanism.

thought. At the predetermined instant (usually after $1\frac{1}{2}$ minutes of exposure) the flash screen (now employed by all up to date operators) is automatically removed and the flash stop withdrawn from the lens, and then, after the predetermined interval of exposure has elapsed, the shutter is automatically closed and the lights extinguished.

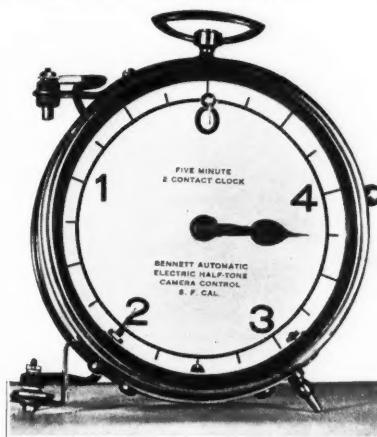
In carrying out this invention, Mr. Bennett has designed a special five minute clock, around the dial of which a single



Rear View of Lens, Showing Operating Mechanism.

hand travels once in five minutes. There is one fixed contact point at the zero, or 5 minute mark, and one adjustable contact point, which can be moved to any desired position around the clock dial. These two contact points are electrically connected to separate electromagnets, which control the various operations of the camera as the hand on the clock touches the contacts and closes the circuits, the clock being mounted on the outside of the front board of the camera.

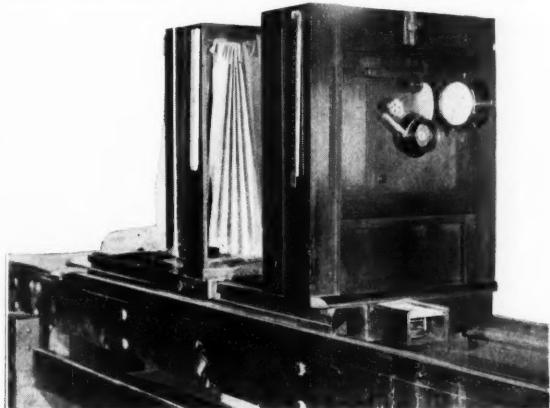
Inside the camera and mounted on the front board thereof are two small electromagnets, one of which, when energized, causes the withdrawal of the flash stop, and the other, when



Five Minute Clock.

energized, causes the closing of the lens shutter. There is an electromagnet mounted on the wall and also a special circuit breaker, the former used to withdraw the flash screen from before the object being photographed, and the latter to extinguish the lights after completion of the exposure.

The operation of the device is as follows: The flash sheet having been drawn down into place and the flash stop inserted



Indicator Mounted on Camera Stand, to Show Where to Place Camera, Also Opening of Diaphragm Necessary.

in the lens, the hand of the clock is turned to say $4\frac{1}{2}$ and the adjustable contact set at 3. This would give $1\frac{1}{2}$ minutes for the flash and 3 minutes of exposure, the usual practice, the hand rotating in the regular clockwise direction. The lens shutter is now raised and the lights switched on. When the hand of the clock reaches the contact piece set at 3, a circuit is established through the electromagnet on the wall, which releases a weight and raises the flash sheet. The weight closes a circuit through the electromagnet behind the front board on the camera, and this withdraws the flash stop. When the hand reaches the zero mark it makes contact with the fixed contact point and closes a circuit through the other electromagnet inside the camera, causing the lens shutter to drop. The shutter in closing completes a circuit through an electromagnet, which breaks the circuit of the arc lamps, extinguishing the lights. It is an exceedingly simple apparatus, and very reliable in operation.

A NEW FIELD FOR PRINTERS.

BY WARD WILLIAMS.



THE editor of *The Commercial Artist*, the organ of the Commercial Artists' Association of the Bay Cities, San Francisco, California, decries the tendency of artists to go begging for work when business begins to drop off. Here is an extract from his editorial: "There seems to be a beaten path that artists take when things are slack and they are out after a job; this path takes them to certain advertising firms, publishing houses and the different engraving houses, all of whom are buyers of artwork. Logically enough it would seem that these are just the firms to solicit, but they are not. In the first place, the buyers of artwork in these firms are experienced men, they have an idea of just which artist they want to do certain kinds of work. When they have work they know just where to place it — that's their business. Now, for numbers of artists to solicit them gives them the impression that business is bad and ready for a cut in price; this is natural conclusion."

This editorial might well have been addressed to printers, for they are often guilty of similar lack of good business judgment when work is slack. Like some artists, they start making the rounds of their customers to inquire if any printing is needed — virtually begging for something to keep their plants busy. After several printers have made calls of this kind, the impression the business man receives is that the printing business is falling off and the poor printers must take anything they can get to keep their plants in existence. Right here is where the average buyer of printing tries to take advantage of the printer, and begins to make overtures for a cut in price. Sometimes he gets it — much to the discredit of the person who takes the work. Nor is the man who takes the job the only one who suffers, since this action on his part has a tendency to make all of his business associates appear suspicious.

As the editor of *The Commercial Artist* suggests for the artists, how much better for the printer if, instead of bothering his regular customers whom he knows to be well supplied with printed matter, he would make out a list of firms which have never been on his books, fix up several rough ideas and submit them. If the ideas are sold, the printer has gained some new customers who will be steady buyers if treated right, and the printing industry has not suffered a loss of dignity from some price cutter or beggar. The editor of that publication believes that the field is big and that the chance to show salesmanship and faith in what the artist has to sell is unlimited.

A good idea for printers who want to break away from the usual run of work is suggested by a writer for *Sales Management*, in an article entitled "The Use of Special Letterheads for Salesmen." He states that "while special letterheads have been in use for some time by the larger concerns, mainly as a matter of economy, it is only recently that the sales stimulating value of the special letterhead has dawned on the sales manager." Several letterheads are described in the article.

Here is a field for the printer who is willing to leave the beaten path of work. While it may take a little more time to arrange a special letterhead, there is more money in it for the printer, and several sales managers have testified that this plan has paid big dividends for them. Obviously, the printer with a proposition so favorable to his customer will not have to lower his dignity as a business man to put the sale across.

One letterhead of this kind has been used by an Indianapolis firm to sustain interest in special contests. A different contest is run every month, a new letterhead being designed for each event. The letterheads are generally printed in colors, a different color combination being used each month. A reproduction of the May letterhead is shown in connection with this article. The other reproduction shows a special

letterhead used by a firm on the Pacific coast. This concern has an appropriate cartoon with a general "trade-up" tone on the letterhead. The author of the article continues:

Still another plan is used by a firm in Cincinnati. This concern has a stock salesman's letterhead printed, with a set of outline stars down the margin, the names of the most successful salesmen being multigraphed in the stars every month.

This same idea has been carried even farther by an advertising company, which at one time had special lithographed letterheads prepared every month, with the actual likenesses of winning sales-

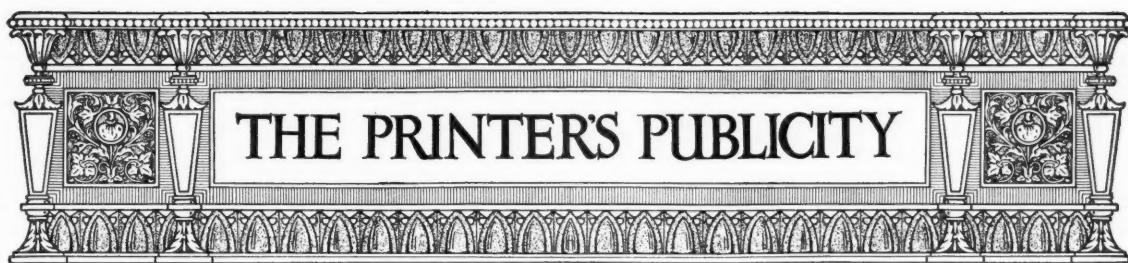


Two Special Letterheads for Salesmen, Suggesting a New Field for Printers. Reproduced from *Sales Management*.

men grouped on the letterhead in colors. These letterheads were used by the company on all its correspondence, so that as a result of making his quota a salesman not only won a substantial cash prize, but he received a good deal of favorable publicity besides. A similar idea has been worked out by a large Chicago firm which uses, for general business purposes, a letterhead on which a line of the company's salesmen are shown coming toward the reader, each salesman carrying a small hand machine which he sells.

By imprinting some special message to salesmen on the regular letterheads it is possible to concentrate attention on some product that the management wishes pushed. A sales manager for one of the large packers relates that he increased the total sales of a branch forty per cent in one year by this simple expedient. He put on a special drive for a new product every week, and by offering a worth while prize got the men interested. During the year, he covered about fifty profitable specialties in this way, with the result that at the end of a year the men had a first hand speaking acquaintance with a number of items which otherwise they would not have known how to sell. During the week he had special letterheads printed with an illustration of the product in the lower part, and opposite it a box in which he multigraphed daily "ginger" messages about the results to date. The space above the box was used for the message itself.

Printers, here is a plan that is open for you now! Try it out this summer when business shows a tendency to slow down. Next winter, we'll venture to predict, most of the firms you have sold will be so well satisfied with the results that they will gladly give you repeat orders, to say nothing of the other new business created by your display of salesmanship.



BY H. W. SMITH.

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

Medbury-Ward Company.

Realism, as presented by means of photograph and half-tone, is difficult to harmonize with conventional elements, such as a flat sheet of paper, and type matter. The Medbury-Ward Company, color plate makers and engravers, of Toledo, Ohio, have succeeded admirably in combining these elements in their April, 1920, calendar card (Fig. 1). The transition from the realistic picture of the little girl to the conventional rectangular border is facilitated by the conventional outlining of an otherwise realistic element—the background behind the subject's head and shoulders.

The unwritten advertising message of this card is: "Here's a treatment that has splendid possibilities for the illustration of certain lines of goods, such as wearing apparel."

Words are not necessary to convey to the prospect the idea that here is a concern with original illustrative ideas.

National Printing Company.

The June issue of the *National Advertiser*, published by the National Printing Company, Omaha, Nebraska, is rather unpretentious in appearance—it hasn't even a cover! However, its easy to read, newsy articles, set in quiet body type, have much that the printer's customer desires to know. Take this, for example: "There are two distinct styles of typography: one, the loud, black, erratic display—jazz. The other, the pleasing, simplified style—harmony."

"The jazz style is intended to excite you to action, and is adaptable to the circus, ballahoo and fire sale variety of business. The harmony style is intended to harmonize your thoughts into a well rounded out decision, and is adaptable to anything possessing stability."

"The former style is much the easier to compose, as it matters little what type you hit upon; the more discord the better. The latter style, while simple in appearance, requires study of harmony and careful distribution of space and balance of color. This style is not intended to catch the eye, its mission is to draw the eye and cause a concentration of the mind. . . .

"In the last fifty years we have gone through a typographical spree, during which period we have seen a great variety of freak type faces come and go. Some howled their message in prolonged cries of agony, or shrieked in rage or in violent

laughter, while still others screamed hysterically, or bawled loudly as do the hawkers. In some instances they blared forth a deafening roar that stunned our reasoning faculties.

"But now we are going back to the recut substantial old type faces, roman, old styles and antiques. Gothics will always remain, but in the lighter forms. The typefoundries are now going in strong for shaded faces, but all cut on the formation of the above four types. And the purpose of these shaded letters is to lend blend of color to typography. The new rules and borders are of the same order rather than ornamental. All of which is intended to tone down display advertising."

Pretty concrete sort of information likely to interest and influence a "lay" user of printing, is it not? And yet one can too often find in a printer's house-organ information touching everything under the sun but just this sort of thing.

Another article entitled "Importance of Good Connections" shows by illustration the value of good will in business. A concern had the choice of two invoices on goods that had been ordered for future delivery. Had it demanded its pound of flesh by holding the seller to the original contract price it would have been several hundred dollars ahead. The buyer reasoned as follows: "Those people have always given us the best they

had. They have taken care of our orders at times when it seemed almost impossible. They will save us several times the difference we paid them on this order. Buying connections of this character mean a great deal to our business, and as long as I am with this house they are going to get a square deal plus."

The "big idea" drawn by *National Advertiser* from this discussion: "Sooner or later, business will get down to a rock bottom business basis, and when that time comes the 'high brow, kick in with your order if you want the goods' attitude is going to disappear. Then the business builders will take the stage, and the 'hurrah' element will make for the tall and uncut woods."

A customer might have some difficulty in referring to this publication by name. In the "flag" on the first page it is called *National Advertiser*, while in a boxed inset at the top of the border, printed in blue on the following pages, is the designation *National Print*.



FIG. 1.

Rochester Bureau of Printing.

"Good to look upon" must be the verdict of every reader who appreciates good printing on *Typographia*, the new house-organ of the Rochester Bureau of Printing, Rochester, New York. Four colors (zinc "stop outs" with Ben Day tints) are used to produce this rich looking cover (Fig. 2). The border of the cover design is used on each page of the inside except



FIG. 2.

the fly leaf, the title page and the "postscript" page. One inside page is reproduced (Fig. 3) and appears alongside the reproduction of the cover.

"This is the first issue of *Typographia*, seven hundred copies being printed in the month of June, 1920, for the delectation of our friends and those with whom we want to be friendly," is the editorial postscript greeting.

"The cover design, border designs and ornaments were made for us by O. W. Jaquish, of New York city, the plates by Beck Engraving Company. The body of the book is set by hand in fourteen point Caslon Old Style, and the italic is of the same series. The paper stock is hand made vellum Japan." The page measures 5 by 8 inches. The cover stock is one-half inch greater in each dimension.

Quality as opposed to a mere price consideration in the preparation of printed matter is the predominant appeal of the text. When each printed page is a gem, beautifully framed, one naturally expects something out of the ordinary in the message; otherwise it is Mediocrity Masquerading.

This paragraph from the article entitled "Where the Value Comes" suggests a good line of reader interest:

"Advertisers, as a rule, are not conspicuously successful in direct mail advertising. They lack experience and are customarily not alive to all the novel ideas which get business. Experts who do nothing but this are, of course, more in touch with all new departures. They know who is getting business, and why. They are writing for, and are in touch with, dozens of different businesses. They have to keep alive in their field in order to be successful."

As other issues of *Typographia* come forth we shall expect to find in its pages, concretely expressed, some of the "novel ideas which get business."

The Alling and Cory Company.

A good line of service which the printer can offer his customer is suggested in the May issue of *The Al-Cor*, house-organ published by the Alling and Cory Company, Rochester, Buffalo and Pittsburgh:

"He (the printer) can determine the amount of postage that will be required when the dummy is made up, and if he is able to suggest a slight change in size or weight of stock that will save money for his customer, both in paper and in postage, without detracting from the effectiveness of the finished book-

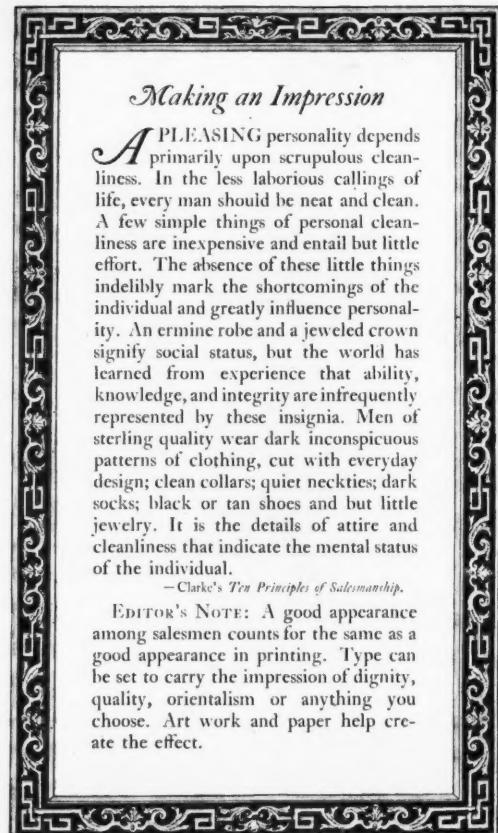


FIG. 3.

let, this little service may be the means of making for this printer a permanent customer of one that might have been only a chance buyer."

Another interesting point made in this editorial: "Price lists, attractive folders and interesting booklets that we so often receive in sealed envelopes bearing first-class postage, would

Making an Impression

A PLEASING personality depends primarily upon scrupulous cleanliness. In the less laborious callings of life, every man should be neat and clean. A few simple things of personal cleanliness are inexpensive and entail but little effort. The absence of these little things indelibly mark the shortcomings of the individual and greatly influence personality. An ermine robe and a jeweled crown signify social status, but the world has learned from experience that ability, knowledge, and integrity are infrequently represented by these insignia. Men of sterling quality wear dark inconspicuous patterns of clothing, cut with everyday design; clean collars; quiet neckties; dark socks; black or tan shoes and but little jewelry. It is the details of attire and cleanliness that indicate the mental status of the individual.

—Clarke's *Ten Principles of Salesmanship*.

EDITOR'S NOTE: A good appearance among salesmen counts for the same as a good appearance in printing. Type can be set to carry the impression of dignity, quality, orientalism or anything you choose. Art work and paper help create the effect.

have been just as interesting and would have received just as much attention had a little more time and money been spent on dressing up the envelope and a large amount saved by sending them as third-class mail."

A Vacation Reminder.

A memorandum folder that should make a hit with the patrons of the Eclipse Electrotypes and Engraving Company, of Cleveland, Ohio, is reproduced herewith in Fig. 5, shown as directed on the cover: "Keep this open on your desk — and think of (here follows the monogram of the concern) before you go — while away — on returning — and ever after."

Clark-Sprague Printing Company.

"Moved to the 7th Floor" is the message presented cleverly by the folder reproduced herewith (Fig. 4). Green and yellow in flat tints outlined with black are the colors used on the cover. The inside conveys further information that the concern is now located on the top floor of the Gay Building at Third and Pine streets, "where we have better facilities for doing better work."

While this announcement is obviously intended for local use, the name of the city, which the post mark of the discarded envelope finally revealed as St. Louis, might well have been indicated on the folder.

The House-Organ Versus Free Publicity.

The house-organ as a business institution is likely to receive a considerable impetus if newspaper publishers consistently follow their present tendency to check the flow of free publicity matter into their columns. As the newspaper tolerance of this evil diminishes — for an evil it has been declared to be by not only the publishers in their various associations but also by the American Association of Advertising Agencies — more and more of this matter will be forced into the house-organ channel or other forms of direct by mail advertising. When this happens watch for two things: First, the senders of this stuff will discover that a grade of material richer in reader interest will be needed; second, by reason of the increased competition for the reader's time, some of the present house-organs that seem to be "getting by" will have to improve or quit the field.

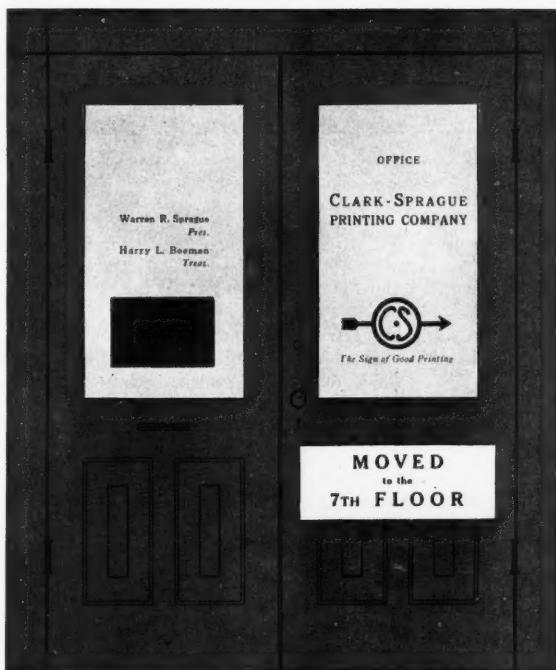


FIG. 4.

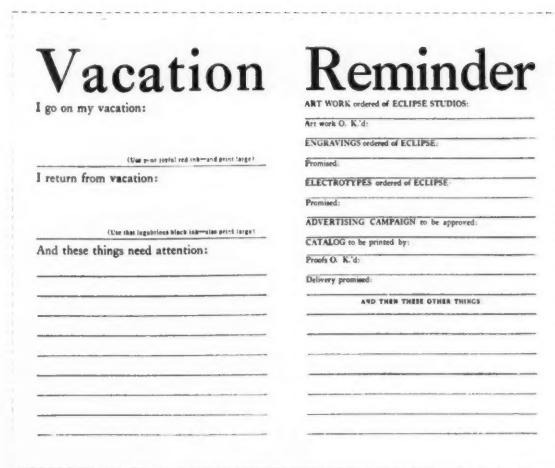


FIG. 5.

I do not mean to discourage an increase in numbers; by all means induce your clients to turn their publicity into these legitimate channels. But make the publication worth the time of both client and reader. It need not be elaborate or expensive, but it can and should carry information welcome to the reader. The printer who can help a commercial concern in this side of house-organ production need not worry over the price cutting bogey.

Some House-Organ Sales Ideas.

It is a common practice to send out advance cards and advertising matter to pave the way for personal salesmen, so why not use the same idea in connection with printed salesmen? — "Scope," published by the Frank D. Jacobs Company, Philadelphia, Pennsylvania.

Insufficient addresses are the cause of considerable trouble not only for the advertiser but for the postoffice. . . . The first suggestion for improvement is to see that every piece of mail carries a return request and return postage guaranty.

This return request and guaranty may be made up and worded as follows: "If not delivered return to Jones & Co., 34 Fifth street, Detroit, Michigan. Return postage guaranteed." — From article by Frank J. Priest, Assistant Superintendent of Mails, Detroit, in "The Three Circles," by Evans-Winter-Hebb, Detroit, Michigan.

There is one firm in New York city that knows how to sell paper by mail. . . . The sales manager has analyzed his proposition into component parts: (a) We have paper to sell; (b) Prospective purchasers will want a sample; (c) How shall we get a sample to them and tell them about the quality, size, weight?

Here is the way he does it. He cuts a piece of paper, size 9 by 14 inches and prints on it in big, clear type less than seventy-five words, but every word meaning something. The text reads as follows: "No. 169 Kraft, exceptionally strong, the ideal wrapping paper. No. 169 is our second grade, but is an all sulphite sheet possessing great strength, and where limitations are put on price, this grade makes an excellent wrapping paper. We can make prompt delivery for the standard sizes and weights, and can cut from rolls special sizes to meet certain requirements."

Then follows the price, the address and the telephone — no long winded letter, and yet the prospective purchaser has secured in less than one minute all the information he needs. The postage on the sample was 1 cent — five hundred samples mailed for \$5. — Postage.

ENGLISH IN THE UNITED STATES.

BY F. HORACE TEALL.



THE English language is undoubtedly used in the United States with frequent violation of grammar laws, and with disregard of any language laws; but it is so misused only by those who have not acquired the knowledge requisite for correct use, and the same condition subsists in England and elsewhere. Erroneous and unruly speech and writing is of universal occurrence, but nowhere is it of a quality that makes it worthy of recognition as anything but error. Some writers have laboriously postulated a distinct system of expression which they would have us call "American," and include in their so-called separate language much that is simply bad English.

American writers have always upheld the standard usages of the language, and still preserve them, although they seem to have stopped producing books of verbal criticism. We still find our occasional books on English dealing with the language as undivided geographically, and do not see how it ever can be otherwise. What is said is always of world-wide application, as the following from J. C. Fernald's "Expressive English," a new work: "The English is one of the noblest languages ever spoken or written among men. It has a genius all its own, and in the hands of a master can accomplish results that can not be surpassed—and in some respects not attained—by any other form of human speech. . . . If we lightly esteem the capacities of our language, we may drift on through life in forlorn and shabby utterance with the comfortable feeling that we are 'doing pretty well.' But if we once recognize our language as an instrument of precision by which one may chart all seas of thought, we shall become aware that any failure to express ourselves well is due to some fault of our own, which it should be our first business to correct." Of course, the full value or power of any language is possible only in the hands of a master, and no one can master any subject without close and laborious study.

Even the most accomplished of men do not converse with the same studied precision of expression in which their literary utterance is published. Ordinary speech must necessarily be less accurate than the writing which can be elaborately corrected. Yet literature at its very best may be—and indeed sometimes is—couched in the plainest and simplest language, with hardly a word that is not known to every one at sight or hearing.

While the literary language includes many words not familiar to everybody, and in fact often uses with perfect legitimacy vocables that are not known at sight to all scholars, it is really the common language in cultivated form. Professors J. B. Greenough and G. L. Kittredge, thoroughly trustworthy authorities on such subjects, include a chapter on "The Literary Language" in their book entitled "Words and Their Ways in English Speech," in which they say: "The language which all educated users of English speak and write is in one sense an artificial tongue. It is what is called a 'literary language' as distinguished from the unstudied speech of peoples whose tongue comes to them without the influence of literature or the schools. This 'literary language' is not confined to cultivated speakers. It is the common property of all but the absolutely illiterate, the regular medium of communication throughout the English-speaking world. Different persons speak and write this standard English with different degrees of correctness and elegance, and there are local and national varieties in idiom and pronunciation which distinguish the English of England from that of America or of Australia. But such differences bear no proportion to the substantial uniformity of English speech."

The quoted passage, which is merely introductory statement of a fact explained historically in the chapter, summarizes the thought of all our most competent philologists, and gives us teaching that is practically incontrovertible, notwithstanding the many attempts that have been made to show an actual national difference between standard and American English, even to the extent of assertion that we should not call our language English, but simply American. Plainly the standard language in the United States is the same language as that used in England, notwithstanding the truth that many of our words are not readily understood by Englishmen and that they use many words that we do not use, at least in the same sense.

H. L. Mencken, in his book "The American Language," declares that the perversions of speech which unfortunately are very common in the United States actually constitute a new grammar and a new syntax, and thus points to a recognition of these perversions as what he calls "correct American," although he studiously adheres to good English throughout his personal expression.

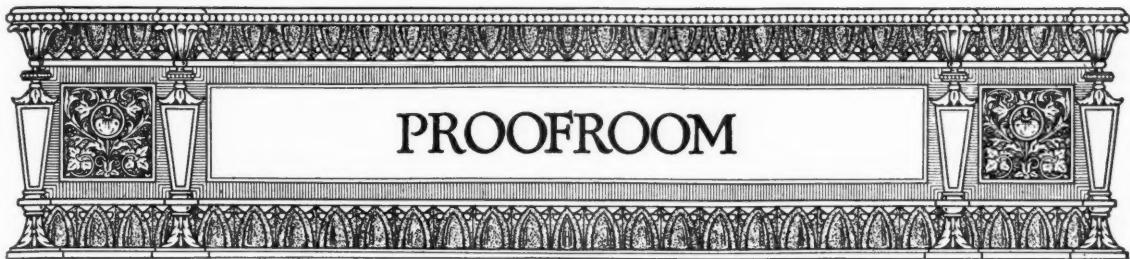
Now I will acknowledge that the gist of this writing is explicit controversion of Mr. Mencken's thesis postulating a true national difference of grammar. It is an amazing phenomenon that presents an educated person advocating acceptance of ignorant violation of elementary grammar as standard in the United States of America, though still condemned as mere ignorantism in England. I doubt whether any grammatical confusion is common in the United States which is not fully as common in England; at any rate, I am sure that practically all the examples adduced are heard in England as often as they are here. It will not be well to make this assertion without some specification, but we have space for very little.

Mr. Mencken gives a long list of verbs as showing American conjugation (really only ignorant errors), in connection with which a foot-note says that "burst" is "not used" in the United States, indicating that everybody says "bust"; another note says that "rench" is always used for "rinse"; another that "'set' is used almost invariably in place of 'sit.'" These are enough to show that their author mistakes frequency of error for standard usage.

Mr. Mencken utters many regrettable truths which can not be controverted as of general application, but which are actually perverted by applying to Americans only. Here is one: "The schoolmarm, directed by grammarians, labors heroically, but all her effort goes for naught. The young American, like the youngster of any other race, inclines irresistibly toward the dialect that he hears at home, and that dialect, with its piquant neologisms, its high disdain of precedent, its complete lack of self-consciousness, is almost the antithesis of the hard and stiff speech that is expounded out of books. . . . Its verbs are conjugated in a way that defies all the injunctions of the grammar books; it has its contumacious rules of tense, number, and case; it has boldly re-established the double negative, once sound in English; it admits double comparatives, confusions in person, clipped infinitives; it lays hands on the vowels, changing them to fit its obscure but powerful spirit; it despairs all the finer distinctions between the parts of speech."

Nearly all of this is true; but it constitutes a description of ignorant English, without one characteristic phrase that is peculiar to the people on either side of the Atlantic, and with none that ever can become good or be adopted as standard. And yet its writer, himself adhering to good English, poses as an advocate of such lawless language as what he has called good American.

It is fully as true that Americans having any language pride or culture believe in and use good English as it is that uneducated Americans use bad English.



PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

A Question of Possessives.

C. R., Chickasha, Oklahoma, writes: "Please indicate and discuss the proper place for the possessive sign in the following sentence: 'We carry a complete line of misses, women and children's clothing.' Affirmative contends that children only takes the possessive sign. Negative asserts the possessive sign should be affixed to all three noun modifiers. Would like to have your opinion as to which is right?"

Answer.—The use of the three signs is right, and the reading should be "misses', women's, and children's," although the unreasonable omission of the second comma is now very common. Everybody should know that such expressions demand the possessive sign for each noun, but the question itself is evidence that some people do not know it. No one can name a worthy authority in support of the omission of the comma, but I can name one to support the three signs, though most grammarians fail to mention such sentences as the one in question. William Chauncey Fowler is the one I shall cite, though it would be preferable to name some more recent writer. He says: "When the thing possessed is the common property of two or more possessors, the sign of the possessive is suffixed only to the last noun; as, 'John, Thomas, and James's house;' that is, a house of which the joint ownership is vested in these three persons. But when the thing possessed is the individual and separate property of two or more possessors, the sign of the possessive is suffixed to each noun; as, 'He has the surgeon's and the physician's opinion;' that is, he has the opinion of the surgeon and the opinion of the physician, and these opinions may differ the one from the other." Of course our sentence means misses' clothing, women's clothing, and children's clothing. That sentence is likely to occur only in advertisement, however, and I suggest that the best procedure is to follow copy. Thus the proof-reader would run little risk of faultfinding.

Inclose and Inclosure Are All Right.

H. R., Two Rivers, Wisconsin, asks: "Is alright permissible or preferable to the two words all right? Also, do you agree with Webster's New International Dictionary that inclose is preferable to enclose when speaking of a letter inclosure or enclosure?"

Answer.—I do not know any reason why anybody should ever be inclined to write such an outlandish form as alright. Which means, plainly, that I do not consider that form permissible, and of course that it is not preferable. It is used by no person that I know of who has the slightest notion of propriety in orthography, though it was used long ago by many people who imagined themselves fitted to decide, and is occasional in careless personal use now. I said I know no reason why any one should use alright, although I know, of course, that those who do so must imagine that it is analogous to such words as almighty and already. That analogy is true etymologically, but only in the fact of the use of the word all

in each of the terms, inasmuch as the literal sense of all is preserved in the phrase all right, but is lost in already and almighty or so weakened that it is therein a mere prefix like ful- in fulfill. No dictionary has alright, even as mere acknowledgment that it has been used; it is simply ignored by lexicographers.

I accept the Webster treatment of inclose and enclose as correct, but the preference there given to inclose consists merely in giving to it the full definition and referring the other spelling to it. The dictionary, like nearly all others, does not say that one spelling is preferable to the other, although that is fairly implied in defining only one of them. The plain fact is that both are used, and both are correct, but inclose prevails so much that I think it is preferable because of such prevalence, although I learned to use enclose when I was a schoolboy, presumably because that was preferred by Worcester. The Funk & Wagnalls Standard Dictionary reverses the treatment and defines enclose, and that spelling should be used in work that follows that authority. But, since Webster's is by far the prevalent authority in the United States, it is safe to say that inclose and inclosure prevail in our spelling, although they are not universal.

Accents.

F. H. D., Brooklyn, New York, writes: "I am engaged in the preparation of considerable foreign advertising and literary work. A great many accents are used throughout in the various languages, and I would be very much pleased if you could advise me if it is possible to secure a guide or a published list of some kind that would not only give me information as to the various accents used in the many foreign languages, but the names of those accents."

Answer.—Nothing seems to have been published like what is here asked for. Names of accents are supposed to be learned in very early schooling, except some that are not at all common, if they (such names) exist. Some languages are written with accents for which I have never heard names. But the request hardly calls for information to include more than the ordinary markings in the few languages which have literary currency. If anything more is wanted, it should have been stated, though such a call could not have been met. Any one learning a language should learn the use of accents in that language. Our main concern, however, is with the fact that we can not satisfy the present call for information, at least not well enough for our own satisfaction. Bigelow's "Handbook of Punctuation," obtainable through the Inland Printer Company, contains a chapter on the use of accents, which is good as far as it goes, but leaves many points untouched. In Webster's New International Dictionary there is an appendix, "Elements of Pronunciation of Foreign Names," pages 2375-2378, which explains some commonly unfamiliar accents. For verification of accents in modern languages, I should consult the standard dictionaries of those languages. I should be glad to hear from any one who knows a better answer to the question.

SELLING FROM A PRICE LIST.

BY C. A. RADFORD.*



N eminent authority on business economics has said that ninety-five per cent of the problems of business pertain to selling. The problems vary with different lines of business and with different establishments in the same line, but all are subject to the same fundamental laws. For a number of years we have addressed ourselves to the task of discovering what is wrong with the printing business. The cold figures of the statisticians show us that for the money invested we do not rank well with other industries in the profit column. The deeper we go into the problem the more apparent it becomes that we will eventually find our weakness in the selling end of the game.

We have preached to our printers that they should install cost systems in order to know what to charge for their work. Now, I do not wish to be misunderstood on this point. I believe in our cost work and think that no printing plant can do business intelligently without knowing its costs, but when we present the cost system as a means for arriving at a selling price we are putting the cart before the horse.

I have heard men who are supposed to stand high in the industry tell printers that they were entitled to a twenty per cent profit. Let us see.

You can put the same job through fifty plants in any city and you will get fifty different costs on it. This will always be true because of the varying volume of business and the other changing elements. Add twenty per cent profit and you will have fifty different prices, the very condition that is hurting our industry and one which we should be trying to correct.

There is a right price for every job. There is no right profit on any job. You can not standardize profits on any commodity, and we should not try. It is economic nonsense to try.

What is profit? Economists tell us that every business venture must first produce enough revenue to pay rent, wages and interest. Some economists class all costs under the heading of rent. You rent land, buildings, services, capital, etc. If there are revenues in excess of the amount necessary to meet these costs, it is called profit. To whom does it belong? Obviously to the man who took the chance of loss. It is his reward for his business ability — his vision, his keen judgment, his acumen, all of the qualities that we think of as belonging to the good business man. In the very nature of things if he possesses these qualities in a large degree his reward will be large, and it should be large. If he possesses them not at all there will be no profit to reward him, and there should be none. I repeat that when we talk of the "proper percentage of profit" we are talking nonsense.

When we talk of a "proper price," however, we are on sound economic ground. There is a right price for every commodity, but your individual costs have no relation to it. The composite of all costs in the industry influences it, but there are other influences that must be reckoned with. We are told by students of business phenomena that the market price is created by the marginal producer and the marginal consumer. The marginal producer is the one whose cost of production of the commodity in question is the highest. The marginal consumer is the one whose ability to purchase is the least. These two fight it out and fix the price. The producer with lower costs could sell for less, but would be a fool to do so. The consumer with great ability to buy could afford to pay more, but very properly refuses to do so.

Now, if you are one of the producers of printing who by reason of ability to organize can secure the highest efficiency and produce at the lowest cost, do not imagine that you are a

philanthropist if you say, "I do not consider it fair to my customers to accept such a long profit. I will be content to add twenty per cent to my costs as my profit." In the long run you are not doing a favor to the buyer. If you break the market and create a lower price it operates to wipe out the marginal producers, production is thereby curtailed, and the operation of the law of supply and demand puts the price higher than before.

What is the matter with the printing business? Ask the buyer of printing. You will find that his impression is not that he is being charged too much or too little, but that he thinks the printer doesn't know his own business. His reason for so thinking is that when he asks for figures on a given job he is very apt to receive from different printers figures that may vary one hundred per cent. He is prone to conclude that the low man is a fool and the high man is a thief. A good business man doesn't like to deal with either kind. He doesn't know which of the in-betweens is right.

What is the remedy? Obviously, if we don't know our business the remedy is to get busy and learn it. But before we can learn our own business we must learn "business." We must adjust our thinking processes to the fundamental things that must hold good in all business. By no devices may we escape the operations of economic laws. I have tried to show that under these laws there can be standardization of neither costs nor profits, but the prices of our product can be and should be standardized. I am not recommending any price fixing arrangement that should fall under the ban of the law, but our own interests and the real desire of our customers demand education along the lines of greater uniformity. We can not agree to use a price list, but we can provide a price list for our guidance.

Best of all, the price list is fair to the customer. Remember this — no matter what your business is, trucks or tomatoes, pins or printing, the thing you are selling is *utility*, and the utility of a job of printing is the same whether it comes from my shop where, because volume of business may be low, costs are high, or from your shop where costs are low.

So much for a printing price list as it affects the industry as a whole. Let us apply it to the case of the individual printer. Let us concede that it will enable you to secure right prices for your work. Will it increase the volume of your sales?

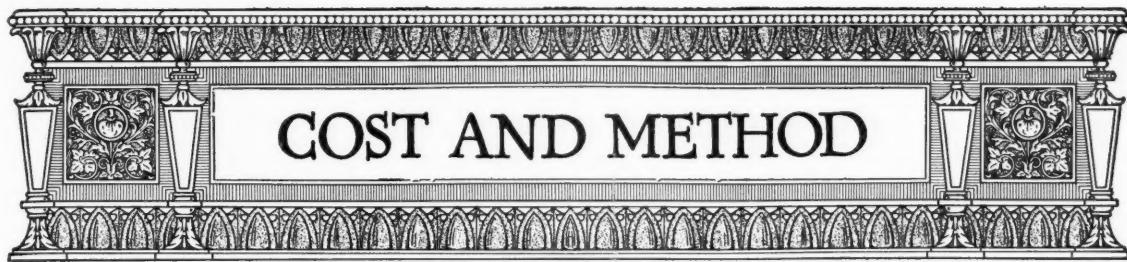
Your buyer of printing also buys other things. When he goes into a store for clothing or shoes he is told the price right off the bat and no lead pencil is used to figure it out. This is true of practically everything he buys except printing. He comes into your shop for printing, and you proceed to cover a piece of paper with figures. Is it not natural that he should conclude that some other printer might arrive at a different result and that the difference might be in his favor?

Thus we have produced the pest of our business, the shopper. I say we have produced him. For years we have cussed him, evidently thinking that some evil genius sent him on earth to harass us, but as a matter of fact he can say to us in the words of the old sob song, "You made me what I am today." With our lead pencils and paper and our everlasting figures we have destroyed the confidence of our buyers in the fairness of our prices.

How different the mental reaction of the buyer who steps into the office of a price list user. He gives his specifications and he gets his price read to him out of a book. There is a tone of finality in the voice of the man who gives the price. He knows it is right. The customer doesn't know but is pretty sure to believe it must be right, because it is printed in a book. Let this same buyer encounter this same book in one or two other shops, and there will be one less shopper in the world.

I am content to accept the printing price list as the greatest development of our industry at this time, because it places our feet on ground that has been found to be economically sound.

*Vice-President Franklin-Typothetæ, Cincinnati, Ohio.



BY BERNARD DANIELS.

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to \$50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

Putting New Blood Into the Business.

A few years ago it used to be a favorite maxim of the would-be progressive business houses that what was needed was new young blood injected into business by the placing of very young men in responsible positions. The theory was that the older men had met so many knocks and disasters that they had become timid and were afraid to take risks, and would balk at innovations that the younger men would welcome as chances to advance.

Today we are talking of getting new young blood into the printing business because we have discovered that in the anxiety to place the younger element in the saddle we had overlooked the fact that the need of younger men among the skilled workers was even greater than in the executive positions. We neglected the apprentice for years, and now we must pay for our folly in the difficulty of securing competent journeymen.

The young blood idea has received a setback and at present but little is heard of it. The demand for men of experience and skill both in the office and in the shop is growing with the advance of civilization and the expansion of business. We can not take green hands and in a few hours or days teach them to do the work as laborers are taught; it requires a period of training in which to absorb the knowledge of the printer's trade, and a period of practice in which to acquire skill sufficient to be commercially valuable. Meanwhile the amount of work is growing and the need for workers increasing.

It would seem that it should only be necessary to call attention to such a condition to arouse printers to action and bring about the engaging in each shop of the maximum number of apprentices allowed by the union regulations — and this would be just about one-third the number needed to supply the demand for competent workers at the time they have completed their trade education and become full fledged printers.

This is a serious matter; so serious that we make no apology for again urging it upon the attention of the employees as well as the employers.

A recent survey in one of the three largest printing centers in the United States showed that there were only about thirty per cent of the number of boys learning the trade that there could have been without friction, and that less than one-tenth of these were receiving competent instruction in the principles of printing, and but few more any instruction at all. Yet several of the very printers who had refused to take boys to learn the trade or who had employed boys and allowed them to pick up a lot of bad habits were among those who were complaining most bitterly about the scarcity of good workers and the high wages that this scarcity had, in their estimation, brought about.

Occasionally we hear of a call for volunteers to contribute of their life blood for transfusion to an emaciated invalid; here is a case where a whole business is crying for volunteers to produce new young blood to save a business whose arteries

are being rapidly depleted of the life giving supply of new workmen with skill to replace the waste and decay of the former years and provide for active growth of a necessary business.

Whether you are a workman or an employer, it is your duty to your craft and to the civilization which it helps to maintain to encourage young men of intelligence to enter the printing business, and to see that the proper agencies are created to educate them to be skilful and worthy members of the craft.

Civilization began to grow when printing made education attainable for the people, and it will continue only so long as printing makes possible the education of the general public at low cost and provides the means for extending knowledge to all classes. To accomplish this there must be a constant influx of new blood into the business through the apprenticeship system, or through some rational and just substitute for it.

Will you do your share?

Does the Layout Pay?

While there are many printers who are satisfied that it pays to have some one lay out every job that goes through the plant and mark it as definitely as possible with the type, measures, spacing, borders, etc., to be used, there are a few who have not been converted from the idea that the compositor can do the laying out as he sets the job and that it will cost more to have a high priced layout man handle that part of the work.

In order to demonstrate this and settle a dispute, the following test was made on a series of about forty independent pages of advertising, all of uniform size and amount of copy: Nineteen of these pages were given to the printers with the usual part verbal and part written instructions, and twenty-one were given to the printers with a careful layout accompanying each copy. They were not all given to the same printer, but some of each kind were given to each printer, so that there might be no doubt that the differences were caused by the manner of preparing the copy and not by the human equation in the composing room.

The results were surprising, as the pages which were given out in the old way took from seven to ten hours each and averaged about eight and one-quarter hours, while the pages accompanied by the layouts took from three to four and one-half hours and averaged four hours. The layouts took about an hour and one-quarter each, making a total of five and one-quarter hours as against eight and one-quarter hours — a saving of three hours per page.

These pages were not all run through the composing rooms at one time, but the test, which was made without the knowledge of the workmen or the firms doing the work, extended over a period of four months.

Of course, the man who did the layout work was an expert and was used to the character of work in these pages, while the

compositors were the men who had been making good for their respective employers for several years, and some of them had been heard to deprecate the layout idea as destroying the initiative and skill of the compositor and making him a mere machine. When the results of the test were shown to one or two of these men in connection with the pages upon which they had worked, they announced that they were going to study to be layout men, since they could see that efficiency would demand that method of handling copy, and they wanted to be the ones to put the brain matter into the jobs.

This experiment was made by an advertising writer and manager in order to satisfy himself that the layout man was earning his salary, and the results as shown by the bills received from his printers were a surprise to him. It is a sure thing that he will not send the printer any copy without a layout and very definite instructions; but it conveys a lesson to the printers all over the country. If a layout man can in one and one-quarter hours save four and one-quarter hours of the compositors' time, does it not suggest that there is one method for saving time in the composing room and relieving the present scarcity of compositors? Even if it saved only half as much time as it did on these special jobs, would not a saving of two hours a day for each compositor be worth while?

Or, to put it another way, with business crowding the printer so hard that orders must be refused, would not the possibility of turning out from twenty to forty per cent more work from the same equipment be worth something even if there were no saving in the actual cost of the individual job?

It will pay every printer who desires to render his customers more and better service to look into this matter and experiment a little with it; but he must be sure that he makes real layouts and not merely rough sketches and notes that leave the compositor without definite instructions.

Why Does It Cost So Much?

How often have your customers asked the above question when presented with a quotation or a bill?

It is a natural inquiry, and the questioner is entitled to an answer that is correct as well as diplomatic. It does not do to pass out to him platitudes regarding the increased cost of material and wages, for he may be of a calculating turn of mind and figure out the fact that twenty-five per cent increase in wages is only about six to eight per cent of the selling price and a long way below that hundred per cent increase that he has paid for some months past.

There are a number of reasons why it costs so much more today than it did four years ago, and most of them are not very complimentary to the printer. It is true that wages have been increased from fifty to seventy per cent; that materials have increased in cost fully one hundred per cent; it is also true that owing to a lack of competent workers printing office efficiency has declined quite noticeably; but these are explainable and business men know of them and are inclined to make due allowance for the difference they create.

But the real reason for much of the present *seeming* increase in the price of printing is due to the fact that until a very short time ago the printers were making estimates and prices "by guess and by gosh," and did not use the cost system to find out whether their costs were in accordance with their prices or not. The tremendous changes in the cost of labor and much of the material, and the impossibility of getting certain other kinds at all, have compelled the printers to use the cost system and know what the jobs cost, and sell accordingly or go out of business. It is no longer possible for the printer to name a tentative price and then meet any old price the customer claims to have.

This is a good healthy reason, but one the printer hates to tell his customer because it exposes his old lack of method way of doing business; but it is the wisest course in the end, for the

customer is finding it out and becoming suspicious. Better admit former lack of correct cost accounting and offer the buyer a chance to inspect the true cost system than to bluff the difference off on labor and material.

The cost system idea is growing in many businesses besides printing, and the printer will find his customers are among them and willing to meet him half way and even to discuss the cost system and its merits with him, when it is fairly presented to them as a scientific business fact that has increased the credit of the printers and prevented many failures that seemed inevitable when the conditions due to the war began to develop.

Keeping Prices Down Despite High Wages.

No sane man ever buys an expensive touring car to use as a delivery wagon, even though he never has to deliver any heavy packages; nor does he buy a ten ton truck. He gets a machine that is suited to the work and uses it so as to make it as profitable as possible.

What has this to do with wages? Just this: Owing to conditions not under their control the printers all over the country are facing the highest pay rolls that they have ever had to stagger under, and many of them are trying to do so with the old system of management in the various departments.

It can not be done; but it is possible to improve working conditions to such an extent that the workers will turn out more work with less effort, and to improve shop conditions so that many of the costly little delays will be entirely eliminated.

There is an admitted shortage of workers in the printing trade, and the people to blame for it are the employers who were too selfish to educate the number of apprentices necessary to make up for the losses of workers and the growth of the business. Unfortunately this has resulted in difficulties that can not be confined to the guilty ones. We are all compelled to suffer together.

But it is possible to add to the labor saving machinery in our plants, and thus make the workers we have more efficient until the time that others may be trained.

It looks very much as if the day of manual labor in the printing office is rapidly passing away. Scarcity of workers always attracts the talent of the inventor. We know what he has done with the plain composition — hand composition of plain matter is almost a curiosity today. The automatic feeder is with us to stay, both on the cylinder and the job presses, and it is really doing more and better work than the human feeder. Many of the operations in printing and binding have been given to automatic machines.

What does it mean? That the printer of the future will be more and more an engineer and require a special training that will teach him to use his brains instead of his hands. There will probably not be any fewer of him, but he will be a more highly trained worker, doing more and better work and drawing pay accordingly.

And that is the real crux of the whole matter. He will get high wages, but the unit of product will cost less through improved mechanical aids and more efficient methods of handling men and material. There is no doubt that the cost of printing will be reduced in the near future, but it will be because of better management rather than because of lower wages.

PRINTER-SUGGESTIONS.

BY GEORGE W. TUTTLE.

A plethora of ink may mean a paucity of patrons.

A good job is as a sweet toned bell to ring in the ears of a patron: "Brown did this job! Brown did this job!"

The printer slacker has a hard time in life — no law, as yet, against printer comebacks.

SPECIMENS

BY J. L. FRAZIER.

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

ARTHUR C. GRUVER, Pittsburgh, Pennsylvania.—*The Mirage* is one of the handsomest school annuals we have ever seen. Your attractive and effective type display is set off by the finest of presswork, and reflects considerable credit on the pressroom of the MacGregor-Cutler Printing Company. Three pages are reproduced.

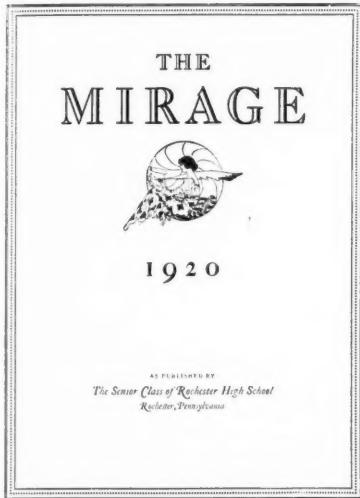
LOUIS F. DOW COMPANY, St. Paul, Minnesota.—Your catalogue, "Dow's Bank Outfitter," is quite satisfactory in all respects. The cover is effective and striking. Considering that an

of attractive type faces, without ornament which does not fulfil a definite and desirable purpose their work would be better.

GREENFIELD TAP AND DIE CORPORATION
Greenfield, Massachusetts.—*The Helix*, your
employees' magazine, is a hummer. We would
not think of finding fault with a publication that
is so well gotten up typographically and in press
work as yours. Editorially it seems to follow
most desirable lines, and the liberal use of half-
tone portraits of workers is a most commendable

due to the lack of distinction between the lines and to the equality of spacing throughout. With a little display and a nice division of parts and lines by white space a much more interesting and readable appearance would result.

M. B. MAYBE, CARE OF REDLER, New York city.—As you state, the letterhead for the County Children's Committee is neatly laid out and is of uniform tone throughout. Letterheads containing a long list of names such as this one are always difficult to handle, and we consider that



Title and two advertisement pages from a handsome school annual, *The Mirage*, planned and executed by and under the direction of Arthur C. Gruver in the plant of the MacGregor-Cutler Printing Company, Pittsburgh, Pennsylvania. Such attractive advertising display is quite unusual in a publication of this character.

inexpensive quality of stock of light weight was necessarily used, the presswork is very good, although the ink is rather too pale on some of the pages.

W. I. BRENNAN, Los Angeles, California.—We consider the letterhead for the Times Mirror Printing and Binding House quite attractive and unusual. Its distinctiveness, as compared to a conventional design, is worth much in the attention it will attract and the comment it will excite.

DETROIT COIN WRAPPER COMPANY, Detroit, Michigan.—*The Business Booster*, your house-organ, is interesting in appearance. There is also a suggestion of individuality about it that is valuable, especially if you continue to make it so good that business men will find it worth reading.

THE QUALITY PRESS SHOP, Naperville, Illinois.
—All specimens sent us are neat and pleasing. In display and arrangement they are thoroughly satisfactory, the general appearance being quite dignified. If more compositors would recognize that the most pleasing of all effects in type display are secured from the simple arrangement

feature. We can not see why such a publication can fail to be worth much more than it costs in selling the institution to the employees, developing a company spirit, reducing labor turnover, etc. We should be glad to receive further copies, by all means put us on your mailing list.

E. A. KIEFFER, Remsen, Iowa.—The large poster for the sale of horses is a decidedly fine specimen of this type of display. The big points are brought out effectively, both to attract attention and to prove readable at a distance. Excellent judgment was exercised in selecting the lines to be printed in red. Presswork is also high grade, the halftones of the horses being clear, clean and sharp. Considering the purpose for which this poster was intended, we can not see how it could be improved upon.

COAL CITY PRINTING COMPANY, Fairmont, West Virginia.—The title page of the program for the meeting of postoffice clerks is neat and attractive. The colors are pleasing, although the green tint might well have been a little stronger; mainly because it is too pale to show the emblem plainly. The text pages are a little humdrum.

you have done very well indeed. We would, however, prefer to see the names set in smaller type and more prominence given the important display points, which are much too small. The Redler heading is quite unusual, but would be improved if the lines were spaced slightly farther apart.

FRED STOUT, Mansfield, Pennsylvania.—Presswork on the letterhead for The Blake Manufacturing Company is thoroughly satisfactory as regards ink and impression, but we note that on both copies the red is slightly too far to the right. The central red line is not centered over the black line below as it should be. The large amount of copy made a difficult job for the compositor, but he handled the work in excellent fashion and is to be commended.

in excellent fashion and is to be commended.

MODEL PRINTING COMPANY, Washington, District of Columbia.—The wall hanger, "Success," is pleasing to look at, excellent taste being exercised in the selection of paper and inks. While the capitals used for the text add to the dignity of the composition, they are difficult to read. While their use is excusable in this



June 1920

IN the PRINTING EXHIBITION which has just closed and which the judges say was the largest and most comprehensive ever held in this country, this shop was awarded the gold medal for our series of calendars, of which this one is representative. We're mighty proud.

THE MARCHBANKS PRESS
Telephone STUVEISANT 1197
114 EAST 13th STREET, NEW YORK

JUNE 1920						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

The monthly calendar at the left (above) was issued by The Marchbanks Press, New York city, to announce the winning of a bronze medal on the excellence of a series of similar calendars exhibited at the Printing Exhibition held in New York. The other two are from the series on exhibition.

instance for the reason given above, the same large amount of matter should not be set in capitals in a composition of an advertising nature.

WE ARE INDEBTED to Ginn and Company, publishers of school text books, for two especially handsome prospectuses of a new series of Frye-Atwood Geographies. Text in Cloister Old Style is very attractive, while the pleasing border and the liberal margins contribute materially to the beauty of the pages. Specimen pages of maps and text from the geographies are included in one of the booklets, the printing of which is consistent with the high standard of all Ginn and Company books.

BRIDGES, LIMITED, Toronto, Ontario.—The catalogue, "Staunton Limited, 1921," is one of the most attractive we have received in recent months. Designed and printed for a wall paper concern which makes a high grade product, the catalogue quite appropriately reflects the quality of fine wall paper. The printing of the numerous process plates which appear on the inside pages, as well as the striking and pleasing cover, would, we are sure, be difficult to improve upon, if indeed it would be possible.

"SOME SPECIMENS OF PRINTED FORMS," an attractive brochure prepared by the class in printing of East Technical High School, Cleveland, Ohio, contains seventeen pages, $7\frac{1}{2}$ by $10\frac{1}{2}$ inches, on buff, white and blue stock with cover, perforated and tied with a silk cord. The types used are Goudy, Century, Puritan and Stratford. The text matter is largely patriotic and educational and contains "The American Creed," by

William Tyler Page; "My Country," by Emil Souvestre; "A Message to School Teachers of the United States," by President Wilson, and "Greeting to All Cleveland School Teachers from 'Somewhere in France,'" written on the final day

of the great war by Frank E. Spaulding, superintendent—on leave—of the Cleveland Public Schools. A number of the selections, which are effectively and attractively displayed, are printed in two colors with appropriate and pleasing initial letters.

ROCHESTER BUREAU OF PRINTING, Rochester, New York.—Specimens of your typography in Caslon are decidedly exceptional. Neat and tasteful typography in this versatile and legible letter on program work and other formal display always pleases, but it seems that your work combines those desirable qualities with a goodly measure of distinction thrown in. Two of your designs are reproduced.

THE MARCHBANKS PRESS, New York city, has long been noted for the fine quality of its product, which has often been cited in these columns as a desirable model for others to follow. At the recent printing exhibition held in New York city Marchbanks was awarded a gold medal for the excellence of a series of monthly calendars issued. Announcement of the award was made to customers and prospects with another calendar, sent out with reprints of the prize winning series, several of which are reproduced.

COMMERCIAL PRINTING COMPANY, Charleston, West Virginia.—Your work is too ornamental, particularly so being the letterhead, where geometric ornaments are thrown into blank spaces, mainly, it would seem, to fill up space—as though white space had no value. These ornaments, being so conspicuous, detract from the type and provide a "spotty" effect which is trying to the eyes and, we might add, to the

JULY 1919

"I am enclosing check to cover your last bill, and want to thank you again for helping us to get out work that suits us down to the ground, at such a price. We have had enough experience with printers to know just how good you are to us."



THE MARCHBANKS PRESS
Telephone STUVEISANT 1197
114 EAST 13th STREET NEW YORK

JULY 1919

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

We have had a number of requests for Washington's Farewell Address to the People of the United States—but the supply is not exhausted.

AUGUST 1918



PAPER

There is a shortage of paper. The Government is trying to regulate its use and prevent waste. You can help by using less. We can make a mighty interesting piece of printing on a small piece of paper.

THE MARCHBANKS PRESS

Telephone STUVEISANT 1197
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AUGUST 1918

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				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Formal title page from a folder by The Bureau of Printing, Rochester, New York.

nerves. Feature the type instead of the accessories. If an ornament will help to emphasize the type, as it sometimes will, or help the contour, or add to the beauty of the general effect, use it, but you will usually find that one or two at most will suffice. Simple forms of beautiful type faces provide the utmost that is possible in type display.

B. W. RADCLIFFE, Macon, Georgia.—Your specimens are excellent, as we would expect them to be, coming from one of the real master crafts-

craftsmanship if for no other reason. The booklet was printed in the shop of William Edwin Rudge.

THOMAS SOMERVILLE, Bayonne, New Jersey.—Small forms done by students under your direction at the Roosevelt School are thoroughly satisfactory. It is only *The Record*, the school paper, that is of inferior quality. The cover design is decidedly too ornamental; the wide decorative border and the two large ornaments, even though printed in a weak color, detract materially from the effectiveness of the type.

poor indeed, especially on the halftones. The advertisements are carelessly arranged without regard to pleasing symmetry, or order, or shape.

FRED SMITH, Providence, Rhode Island.—We are inclined to agree, to a certain extent at least, with those who have found fault with your business card, although we would not say it is without considerable merit. It is not well balanced, either vertically or horizontally. The main group in the center should be slightly higher (you will note the red ruled lines are in

American Type Founders Company
Designer and Manufacturer of the Very Latest and Best Designs in
Type, Borders, Ornaments, Brass Rule
22-24 South Forsyth Street, P.O. Box 1624
Atlanta, Georgia

MACON T. LATHATTE
MANAGER

Letterhead by B. W. Radcliffe, Macon, Georgia. The original was especially attractive and striking, being printed in orange and black on yellow stock. Dotted rules above and below the squared groups and the solid oval ornament under the monogram were in orange.

men of the South. The good taste indicated in the selection and arrangement of types, the dignified and yet effective display, combined with pleasing colors of ink and good stock, create effects that are delightfully pleasing to lovers of real art in printing. Yet we sometimes hear that printing can not be artistic. The ability to combine beautiful effects with forceful display is possessed by but few typographers, and among them, in our opinion, you continue to hold high rank.

SUFFOLK PRINTING AND PUBLISHING CORPORATION, Mattituck, Long Island.—Unless we are much mistaken the paneled letterhead printed from a hand lettered design in black, with yellow tint inside the panel, was reviewed in these columns some months ago. While the idea of the arrangement is unusual, and for that reason characteristic and striking, we are sure none of these advantages would be lost if the lettering throughout, and especially inside the panel, were smaller. The effect as printed, due to the needlessly large size of the lettering, is crowded and therefore displeasing. The rather wide divergence in width of the letters in several of the lines emphasizes the bad effect the crowding creates.

"LETTERS" is the title of a most unusual book just received from Columbia University. The cover is of a deep brown hand made stock, while the text pages are on white Japan stock. The pages are approximately 9 by 12 inches in size. Outside the title page there is nothing on each of the succeeding pages except an initial letter about seven inches square, starting with A and running through the alphabet. These unusual initials are printed in colors from hand cut linoleum blocks, designed and made by members of the lettering class of the Teachers' College. The booklet is one that any lover of art and printing would treasure for its

They demand most of the reader's attention. The appearance would be decidedly improved if the upper of the ornaments were eliminated. It serves no practical purpose, as the lower ornament may be said to do; it does not fit well into the space, and it does not harmonize with the general effect. Furthermore it has no significance to make its use appropriate. Presswork is very

the center from top to bottom). The same group is centered horizontally as to its limits and not as to its weight. The fact that the right side is heavier than the left side makes the whole card "heavy," as it were, on the right side. The harmony between the two types is not pleasing. The text is of condensed shape and is of quite a fancy design, whereas the block letter is somewhat extended and is severe in design. The red ink on the dark brown stock does not show to good advantage. We believe if you will change the arrangement as suggested and use white stock, or a light tint — say buff — the appearance will be greatly improved.

BRACE B. BELL, East Chicago, Indiana.—Considering that it is the work of high school students, *The Anvil*, the school annual, is satisfactory. For a commercial plant product the presswork, especially on the halftones, would be considered very poor. We suspect that your rollers were old, and perhaps lifeless, although this does not excuse the lack of impression and the fact that entirely too much ink was carried. We note that the full page group halftones running the long way of right-hand pages are incorrectly placed. On left-hand pages the top of the cut should be at the margin and the title next the binding edge, but on right-hand pages it should be the opposite — the top of the cut should be at the center and the title at the margin. Where two such plates appear on facing pages, as on pages 46 and 47, one must turn the book all the way around to look at the last in an upright position. Even when there is no such cut on the left-hand page, an awkward and backward turn is necessary to get the illustration upright before the eyes.

S. D. WARREN COMPANY, Boston, Massachusetts, manufacturers of fine printing papers, have hit upon a

Program

Organ Prelude	MISS RUTH MABEE
Organist Central Presbyterian Church	
(a) Rustic March	Tamagai
(b) Meditation	Sturges
(c) Caprice (The Brook)	Dobber
(d) To Spring	Grieg
Processional—Torchlight March	GUILMANT
Invocation	REV. WARREN S. STONE
Pastor First Presbyterian Church	
Violoncello	HELEN BASTIANELLI CROSSETT
(a) Oriental	Chu
(b) Minuet	Beethoven
Address: "Education in the New Era" THOMAS F. MORAN, Ph.D. Professor of History and Economics Purdue University	
Violin Solo	SUSAN M. TOMPKINS
Adoration	Borodaki
Presentation of Diplomas	
ROYAL BAILEY FARNUM, President of Mechanics Institute	
WILLIAM H. BRIGGS, Vice-President of Board of Directors of Mechanics Institute	
Benediction	REV. C. WALDO CHERRY
Pastor Central Presbyterian Church	
Music: Organ. Pilgrim Chorus	WAGNER

Conventional but pleasing program. Composition by The Rochester Bureau of Printing, Rochester, New York.

most effective way to advertise the various brands of paper they manufacture. It is by mailing out samples of actual jobs that have been produced with Warren brands. When a printer purchases a large lot of some special brand the Warren people order, we presume, an extra run for their own use as advertising. To the printer or advertiser who is in the market for paper for a particular purpose this method of sampling is a great help, as well as a certain guaranty, for it shows just what results may be expected from a paper under actual conditions and without special effort in the selection of forms and workmanship. THE INLAND PRINTER has been favored with a collection of these sample forms—booklets, catalogues, letterheads, etc.—the product of both well known concerns of large size and of smaller concerns not so well known. They are of uniform high quality and thereby demonstrate what may be done with the papers under different and sometimes difficult conditions. The samples are not confined to the more expensive grades of Warren papers, either, one especially good sample being printed on a machine finish book.

ANOTHER fine collection of the distinctive hand lettered advertisements of L. Strauss & Co., Indianapolis, Indiana, has been received from the designer, Edward J. Herman, of the advertising department. Those received were published during the recent convention of the Associated Advertising Clubs of the World, and are the same kind of proofs that were distributed among those advertising men who attended the convention. One of the specimens is reproduced on this page. No more characteristic advertising is appearing today, and we doubt if any appears that is more productive.

River News, Rio Vista, California.—We have always considered a miniature reproduction of a strip off the top of the first page of a newspaper excellent as a letterhead design for that publication and its publishers. When the headings at the tops of the columns convey interesting information about the town, or even when they are "faked" as on your heading, calling attention to the advantages of advertising, etc., considerable effectiveness is added. When the strip from the paper is printed over a solid tint in light color the effectiveness is further heightened. Happily, you have taken advantage of all these possibilities, and your letterhead is therefore very striking and effective. The cleverness with which you have adapted the design for use on your checks is also commendable.

WILLIAM EDWIN RUDGE, New York city, examples of whose fine printing have often been reviewed and reproduced in these columns, has gone into the printing of fine books, to which he gives the same intelligent attention as he gave to the smaller work we have received from him in the past. An attractive hard bound book, "Constructive Anatomy," for art students has been received by THE INLAND PRINTER recently. The board backs are covered with deep green Italian hand made paper, the title being stamped in gold from an attractive design. A green cloth of a deeper shade than the paper on the sides is used for the back and over the hinges. Margins and typog-

raphy, of course, are wholly pleasing, and the book is representative throughout of the finest art in printing.

A HIGH SCHOOL ANNUAL, printed in a school print shop, that is wholly unusual in so far as such publications go has just been received from

Rapids stands out from the ordinary. The many halftones are admirably printed, as, of course, is also the text. A most attractive feature is the printing of a book mark on the front end leaf made of Sunburst cover stock, light weight. The attractive design embodying the copy "Ex Libris" and the monogram "S. H. S." is printed in deep blue and red over a tint block impression in white, the stock of the end leaf being a pale brown with a faint green hue. The composition of advertisements is also excellent, good taste being exercised in the selection of type and in its arrangement.

FROM the Printing Department of the Vocational School for Boys, New York city, comes an interesting collection of small forms, composed mainly of title pages, programs, cards and the like. On the whole the specimens are of a high order of excellence, reflecting considerable credit on the instructor, John E. Mansfield. Special praise is due for the pleasing styles of light face types used. The only fault of a serious nature is the rather needless practice of underscoring prominent display lines with rules printed in color. No one denies that underscoring aids emphasis, but when such emphasis is applied to lines which by reason of their size and position in the display already have sufficient emphasis, and when that underscoring effects a crowded condition, we consider it advisable to discard the use of rules. We do not insist that underscoring should not be done, we are simply warning readers that they should make sure that the emphasis it provides is necessary.

THE VICTOR PRINTING COMPANY, New York city.—Your letterhead is striking, effective and fairly pleasing. We consider the city and street address lines too large, and that the letterhead would have been more inviting—and none the less striking and effective—if these two lines were about half the present size and if the lettering were of more nearly the shape of the letters of the name line. The colors used are pleasing and are in excellent harmony. The novel business card, folder style, on the front of which appear an illustration emblematic of the business, and the telephone number, with the conventional copy on the inside page, underneath, is worthy of much praise. The heading for McKinley, Hanrahan & Berkley is satisfactory, although commonplace, but the heading for the Superior Silk Mills is crude. The sausage border, printed in black, which surrounds the sheet is bizarre in the present use, and relegates the conservative type arrangement to insignificance. Spacing is too wide between words of the main line.

GEORGE O. McCARTHY, Hartington, Nebraska.—Two of the specimens in the last collection sent us merit high praise—the booklet, "What Part of This \$14,000,000 Will Your Clients Get?" and the program-menu for the banquet tendered by

Mr. and Mrs. O'Furey to the graduation class of Holy Trinity High School. If there is one feature about your work that is especially strong it is originality in obtaining striking and original effects. We are frank to say you sometimes go too far but equally frank in stating that you often score high. These two specimens are of the latter class; both are clever.

Our Contribution toward Selling A Big thought!! and Living an Ideal,

New York Tribune. JULY 17 1915



Conducted by Samuel Hopkins Adams.

This department is devoted to separating the sheep of advertising from the goats—and hanging the bell on the goats. It deals with a very serious topic in so far as that is not too serious. Its honest endeavor will be to answer with fairness either in print or, where that is inexpedient, by private letter, all fair questions about advertisements, while reserving the right to plead ignorance when that is the right thing to do. It is not for its services except the confidence of its correspondents, and of their names and addresses, a confidence which will never be violated. Please state clearly whether you prefer to have your name withheld from answers printed here. No unsigned communications will be read. Address: The Ad-Visor, The Tribune, New York.

One of the most calamitous protests that ever reach a newspaper from the agonized human throat is the wail: "What did you give them all that free advertising for?" which, being interpreted, generally means "Why didn't you give it to us?" Thus are enemies made, perhaps quite as often by praise as by censure. Well, this column doesn't propose to be any more timid about "boasting" than about "knocking." Which brings me to a model example of "value advertising" from Indianapolis. The advertisement is too big to reproduce here, but it runs like this:

SUITS AND TOPCOATS
\$12.50 to \$45.00
That are Worth
\$12.50 to \$45.00
L. STRAUSS & CO.
33-37 W Washington Street

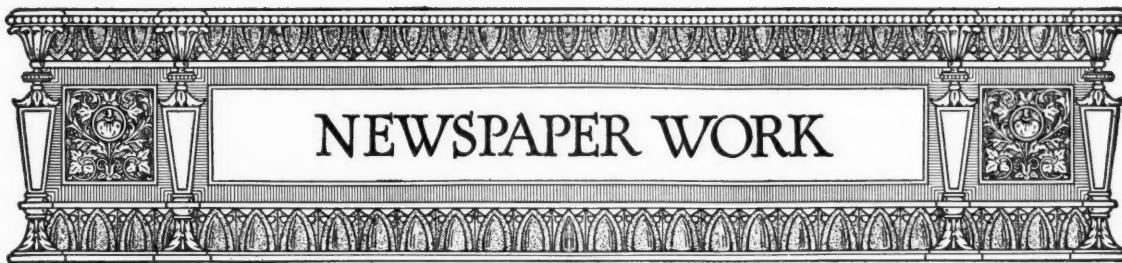
With our Committee to the
Visitors Committee of the
Chamber of Commerce.

In the same issue of the paper carrying this announcement I find the old, shifty, showman, threadbare claims of "value," to this effect, perpetrated by sundry other concerns which have not yet got their eyes opened to the light of the new dispensation in advertising:
\$10.00 Clothes for \$20.00—To All—Always.
Suits and Overcoats, Sold up to \$20.00, Now \$9.85.
26-30 Waists at \$3.50
Cost \$5.00 to \$11.50. Priced, 98 cents to \$3.48
I am moved to conjecture. I wonder whether, brought face to face with that straight business proportion of Strauss's, the comparative value advertisers feel as foolish as they look!

Since 1853

This advertisement is reproduced in large size so that it can be read as well as looked at. It appeared for L. Strauss & Co., Indianapolis, Indiana, during the recent convention of advertising clubs. Outside the lettered heading at the top and the big line at the bottom it is a clipping commenting on Strauss advertising, especially as regards truth in advertising.

the South High School, Grand Rapids, Michigan. The point of distinction is in the quality of the presswork. It is not unusual to receive a school-printed annual that is thoroughly satisfactory in typography and design, but it is rather unusual to receive one on which the presswork is up to the standard of the better class commercial plant product. That is where the one from Grand



BY G. L. CASWELL.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter and stamped self addressed envelope enclosed when reply is desired by mail.

Why Editors Do Not Take Vacations.

One of the most important reasons given by newspaper editors for not taking vacations or attending conventions of interest to their business is that they "have so much on hand to look after"—the county fair is to be held the last week in August, and the editor is boasting that with a special edition and is also one of the directors of the fair; or the local chautauqua is about due and the editor is a pushing factor in the success of that community enterprise; or, the county convention is to be held very near the date he would want to get away, and he must look after the interests of his friends and himself in that convention; or, the Fourth of July celebration in his town depends a great deal on his committee working right up to the minute to make it go; or, a new highway association is being promoted that will put his town on the map for one of the improved through highways in the State, provided they go after it right. He must be there to boost for this or that, so he can not get off for a day or two of newspaper convention. He merely hopes that some time later he can enjoy a fishing trip of a week end and have some fun that way.

Just in the way of emphasizing the important factor the average progressive and energetic editor is in his community, the foregoing is written. The reasons given are not mere imaginary ones drawn for the purposes of this article, but are reasons given in letters from editors with whom we have had business relations in the furtherance of newspaper association work. The editor in the average small town, especially, is really the commercial secretary and the dependable force behind any and every community enterprise. He may not direct or propose or finance such things, but he is the willing pack horse to bear the burdens of the community—he can write the letters, make the trips necessary, do the advertising and publicity work, help pull the wires, lend the influence of his name, of his business and of his newspaper, and then on the appointed day or hour be there himself to see that things go as planned.

And for all these or several of the reasons mentioned he "can not attend the editorial meeting this time," and can not join in the conference called to consider big problems of the business, but he is with the movement heart and soul and "hopes it will be a success."

And what editor in any community is really filling his field if he is not a part, and a prominent part, in all the community movements and enterprises? The one who does not rise to his community needs fails as surely as the one who rises too fast and pushes himself forward too ostentatiously. The small-town community now reaches from six to twenty miles in every direction. All people within an hour's automobile distance are members of the community so far as its celebrations and its extension efforts go. The editor sometimes fails to gage the temper of all these people properly and "gets it in the neck" for being too forward in his efforts, while if he does not

get into the push at all and do what he can to help "he is a clam and community dead weight." The discouragement of either situation is lamentable, but can be avoided if the editor thinks of his community and for his community as the community wishes to be thought of and for. It takes some diplomacy to be a successful small-town editor and meet all the requirements. It takes a statesman of ability to please or even satisfy half of his intimate friends in such a community. He must lose none of his business men as patrons and must gain all the countryside as friends.

And when he has done this much—oh, the satisfaction of feeling that life is worth while, is important, is real. He is a community factor to be known and remembered all the generation following, and later, when he is promoted by these efforts and occupies higher positions, or when greater business opportunities have taken him away, there is always for him the most pleasant satisfaction in retrospect—in recalling the names and faces of those old friends of the small community as it continues much in the same old way while he is changing with the times and filling the larger niche in life which his labor and attention and experience as the "community pack horse" brought him to—provided, he made a profit on his business such as he was entitled to.

Publishers Accepting New Rate Standard.

Publication of the figures on display advertising rates by the special committee of the National Editorial Association has brought newspaper men up with a jerk, so to speak, and many of them have "stopped, looked and listened" to see where they are "at" in this advertising rate proposition and to hear reasons for the changing conditions. The old small-town paper with a 10 cent display rate is no more—at least not among the successful ones. The committee agreed that no paper can be published anywhere now at a profit and give a discount for agents with a display advertising rate of less than 20 cents an inch. And, following that recommendation, any number of smaller papers have promptly adopted the advanced rates which mean future permanence if not success, for them. Then there is the middle class paper with a rate of 22 cents per inch. The rate in the past was regarded as "pretty stiff" in the town. And it was stiff—stiff enough to make the paper self supporting and provide the editor with an income that made him self respecting and entirely respected as a business man in his community. But this newspaper now quotes display rates of 30 cents contract and 35 cents transient, according to the committee's recommendation, with the same confidence and with twice the volume of display business that it used to have. Many small daily publishers who only a short time ago slashed rates to 6 cents an inch to "make a showing" have come out of it. They have seen their competitors making a better showing at 20 and 25 cents an inch, and getting the money for as many issues in a week. The

demand for this advertising is here, but the cost of production has made it a dangerous demand unless the rates charged are commensurate with the cost. The committee's report is the first real or tangible estimate of general display rate costs. It

There is still the difficulty about using plate in such papers, however. The regular news and feature plates sold to newspapers are made only in the 13 em measure, but advertising plates are quite generally now made for 12½ ems, and these can be crowded and cut a little more than that to use in the 12 em paper. Should enough papers adopt the 12 em style to afford a demand for them, news plates of that size would be made by the plate houses. Naturally, and automatically, this reduction in width of columns makes an increase in advertising rates to just the amount of extra inches of space thus added.

To Invest, or to Work and Not Invest?

Young men, and others of some means and good prospects, have asked us about good newspaper propositions, and whether it is better for them to try to purchase newspaper interests at this time or work for wages, and wait. What would you say?

We would say, it depends. It depends so much on so many things. And are the things it depends on real or imaginary? For instance, here is a young man who has sold out an old business, for the purpose of making a promising new connection which afterwards proved to be unpleasant, if not unprofitable.

**SALE STARTS WEDNESDAY,
May 5, 1920**
ENDS SATURDAY NIGHT
MAY 15th, 1920

It is our desire to offer you such unusual values, during this present sale, of high quality apparel, that you will always remember this store for the reason that you will always get the best value in quality and style.

We Quote *No Fictitious Prices*

**SALE STARTS WEDNESDAY,
May 5, 1920**
ENDS SATURDAY NIGHT
MAY 15th, 1920

Great Unloading Sale

SUITS

Smartness and Quality Predominate
In this showing of suits

In other stores when you buy a suit, whether or not you like it, you have to pay for it. In this store you can buy what you like, and get the quality of better prices.

SUITS	Princess	389.75
SUITS	Princess	359.75
SUITS	Princess	349.75
SUITS	Princess	329.75
SUITS	Princess	329.75
SUITS	Princess	329.75

COATS

Womens Coats Friend Appealingly
Low for Quick Demand!

Coats of all descriptions, all the types and styles, and at prices that have not been seen in this city for many years.

COATS	Princess	369.75
COATS	Princess	349.75
COATS	Princess	349.75
COATS	Princess	329.75
COATS	Princess	329.75
COATS	Princess	329.75

W. J. Jones' Coat \$14.75-\$19.75-\$24.75

All lines of wearing apparel such as blouses, petticoats, feather, corsage, mask dresses, wash skirts and all higher grade gowns and wash robes, not quoted in the advertisement are offered during this sale at 15 PER CENT UNDERPRICE.

Opportunity Knocks at Your Door—The Greatest Values we Ever Offered.

Silk Underwear

BADITY UNDERWEAR IN NEW AND
LOVELY DESIGNS
Satin, Crepe, Crepe Satin, Crepe, Crepe
20% Underprice

Sweater Coats—Scarfs

CHARGED IN DESIGN AND FAB
AND PRICED VERY LOW FOR THE
15 DAY SPECIAL SELLING.

20% Underprice

DRESSES

THE PLEASURE OF A PRETTY DRESS
LIKE THIS—WILL GIVE YOU PLEASURE,
BEAUTY AND SATISFACTION.

THE DRESS IS MADE OF THE FINEST OF COTTON, AND IS
A BEAUTIFUL DESIGN, WITH A LITTLE SPARKLE, AND
A LITTLE COLOR.

PRINCESS	PRINCESS	PRINCESS
\$10.00	\$10.00	\$10.00
\$10.00	\$10.00	\$10.00
\$10.00	\$10.00	\$10.00
\$10.00	\$10.00	\$10.00
\$10.00	\$10.00	\$10.00

Princess—Princess price as high as
\$17.50. Princess—Princess price as high as
\$16.00. Princess—Princess price as high as
\$14.00. Princess—Princess price as high as
\$12.00. Princess—Princess price as high as
\$10.00. Princess—Princess price as high as
\$8.00. Now—Princess—Princess price as high as
\$10.00. Now—Princess—Princess price as high as
\$8.00. Now—Princess—Princess price as high as
\$7.00. Now—Princess—Princess price as high as
\$6.00. Now—Princess—Princess price as high as
\$5.00. Now—Princess—Princess price as high as
\$4.00. Now—Princess—Princess price as high as
\$3.00. Now—Princess—Princess price as high as
\$2.00. Now—Princess—Princess price as high as
\$1.00. Now—Princess—Princess price as high as
\$0.50. Now—Princess—Princess price as high as
\$0.25. Now—Princess—Princess price as high as
\$0.10. Now—Princess—Princess price as high as
\$0.05. Now—Princess—Princess price as high as
\$0.02. Now—Princess—Princess price as high as
\$0.01.

A good selection of BATH, BLOUSE, BLOUSON,

Blouses Extra Special

Crop tops—wide wash bands—Velvet, Organza, Crepe.

Let 1—\$1.00 to \$10.00. Now—\$1.00
Let 2—\$1.00 to \$10.00. Now—\$1.00
Let 3—\$1.00 to \$10.00. Now—\$1.00
Let 4—\$1.00 to \$10.00. Now—\$1.00
Let 5—\$1.00 to \$10.00. Now—\$1.00
Let 6—\$1.00 to \$10.00. Now—\$1.00
Let 7—\$1.00 to \$10.00. Now—\$1.00
Let 8—\$1.00 to \$10.00. Now—\$1.00
Let 9—\$1.00 to \$10.00. Now—\$1.00
Let 10—\$1.00 to \$10.00. Now—\$1.00
Let 11—\$1.00 to \$10.00. Now—\$1.00
Let 12—\$1.00 to \$10.00. Now—\$1.00
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J. D. JONES, Inc.

WOMEN'S WEAR

SCOTT-BUFF, NEB.

Forcefully displayed full page advertisement, neatly arranged and well balanced throughout, characteristic of all advertisements in the
Scottsbluff (Neb.) *Star-Herald*.

will soon be verified or changed and should have the attention of publishers and be adopted by more than have so far accepted the standard thus provided for them.

The Narrow Column Paper Again.

Another of those seven column papers on a six column size sheet comes to us from Earlville, Illinois. E. B. Tabor is publishing the *Leader* in his town of a thousand population, and feels that he has partly solved the newsprint shortage by this means. THE INLAND PRINTER has heretofore mentioned some very fine specimens of weekly newspapers of this kind at Carrollton, Missouri, and at Spencer, Iowa. To get seven columns on a regular six column size page, 30 by 44 or $30\frac{1}{2}$ by 44, requires some adjustment of the average cylinder press and a change of chases. Very thin chases, with barely half an inch of space in the gutter, and a 12 em column with three point column rules, is the way in which this trick is accomplished. The gain is a column to a page, but this Earlville publisher has made more gain than that, as he tells it: "By making this change I get a column extra on each page, or eight columns in all. By lengthening the columns nearly half an inch and the first page columns nearly an inch, I get fifty-six half inches more, or something like a column and a half, making nearly ten columns extra. Unless there is an extra large run of advertising in this town I can get by with eight pages, and in doing so save just one-third the paper, which with a circulation of 1,250 amounts to \$8.37 a week, counting paper at 13 cents, which is the price paid for the last I got."

Diers Brothers & Company	
An Open Door to Clothes Economy	
<p>— That is what our Clearance Sale of Women's Apparel means to you. For it affords you opportunity to buy quality and unquestioned goods at prices that are lower than usual; a Suit, a Coat, or Dress which has been chosen to the best of our ability for high quality and unquestioned goods.</p>	
<p>25 High Grade Suits <small>plus postage, shipping, insurance, and handling</small></p>	
<p>1. Derry Blue, French Dress, jacket and skirt, size 12, \$40.95 2. Derry Blue, French Dress, jacket and skirt, size 14, \$40.95 3. Derry Blue, French Dress, jacket and skirt, size 16, \$40.95 4. Derry Blue, French Dress, jacket and skirt, size 18, \$40.95 5. Derry Blue, French Dress, jacket and skirt, size 20, \$40.95 6. Derry Blue, French Dress, jacket and skirt, size 22, \$40.95 7. Derry Blue, French Dress, jacket and skirt, size 24, \$40.95 8. Derry Blue, French Dress, jacket and skirt, size 26, \$40.95 9. Derry Blue, French Dress, jacket and skirt, size 28, \$40.95 10. Derry Blue, French Dress, jacket and skirt, size 30, \$40.95 11. Derry Blue, French Dress, jacket and skirt, size 32, \$40.95 12. Derry Blue, French Dress, jacket and skirt, size 34, \$40.95 13. Derry Blue, French Dress, jacket and skirt, size 36, \$40.95 14. Derry Blue, French Dress, jacket and skirt, size 38, \$40.95 15. Derry Blue, French Dress, jacket and skirt, size 40, \$40.95 16. Derry Blue, French Dress, jacket and skirt, size 42, \$40.95 17. Derry Blue, French Dress, jacket and skirt, size 44, \$40.95 18. Derry Blue, French Dress, jacket and skirt, size 46, \$40.95 19. Derry Blue, French Dress, jacket and skirt, size 48, \$40.95 20. Derry Blue, French Dress, jacket and skirt, size 50, \$40.95 21. Derry Blue, French Dress, jacket and skirt, size 52, \$40.95 22. Derry Blue, French Dress, jacket and skirt, size 54, \$40.95 23. Derry Blue, French Dress, jacket and skirt, size 56, \$40.95 24. Derry Blue, French Dress, jacket and skirt, size 58, \$40.95 25. Derry Blue, French Dress, jacket and skirt, size 60, \$40.95</p>	
<p>Stylish Spring Coats <small>plus postage, shipping, insurance, and handling</small></p>	
<p>1. Derry Blue Coat, with belt and wide collar, size 12, \$31.95 2. Derry Blue Gabardine Bubble, size 14, \$31.95 3. The newest and most popular coat, size 16, \$31.95 4. Derry Blue Gabardine Bubble, size 18, \$31.95 5. Derry Blue Gabardine Bubble, size 20, \$31.95 6. Derry Blue Gabardine Bubble, size 22, \$31.95 7. Derry Blue Gabardine Bubble, size 24, \$31.95 8. Derry Blue Gabardine Bubble, size 26, \$31.95 9. Derry Blue Gabardine Bubble, size 28, \$31.95 10. Derry Blue Gabardine Bubble, size 30, \$31.95 11. Derry Blue Gabardine Bubble, size 32, \$31.95 12. Derry Blue Gabardine Bubble, size 34, \$31.95 13. Derry Blue Gabardine Bubble, size 36, \$31.95 14. Derry Blue Gabardine Bubble, size 38, \$31.95 15. Derry Blue Gabardine Bubble, size 40, \$31.95 16. Derry Blue Gabardine Bubble, size 42, \$31.95 17. Derry Blue Gabardine Bubble, size 44, \$31.95 18. Derry Blue Gabardine Bubble, size 46, \$31.95 19. Derry Blue Gabardine Bubble, size 48, \$31.95 20. Derry Blue Gabardine Bubble, size 50, \$31.95 21. Derry Blue Gabardine Bubble, size 52, \$31.95 22. Derry Blue Gabardine Bubble, size 54, \$31.95 23. Derry Blue Gabardine Bubble, size 56, \$31.95 24. Derry Blue Gabardine Bubble, size 58, \$31.95 25. Derry Blue Gabardine Bubble, size 60, \$31.95</p>	
<p>Do You Know? <small>that under ordinary conditions we do not advise sales, but weather conditions advise this spring have such heat that we are compelled to sell our stock. We are going to open out.</small></p>	
<p>Entire Winter Wear Department <small>to you at special prices as will come. It is not only the best in quality, but the prices are so low, but the VALUE that you will find in them.</small></p>	
<p>All of our Children's Coats at 33 1/3% Off</p>	
<p>Ladies Wool Dresses</p>	
<p>1. Derry Blue, long sleeve, size 12, \$30.95 2. Derry Blue, long sleeve, size 14, \$30.95 3. Derry Blue, long sleeve, size 16, \$30.95 4. Derry Blue, long sleeve, size 18, \$30.95 5. Derry Blue, long sleeve, size 20, \$30.95 6. Derry Blue, long sleeve, size 22, \$30.95 7. Derry Blue, long sleeve, size 24, \$30.95 8. Derry Blue, long sleeve, size 26, \$30.95 9. Derry Blue, long sleeve, size 28, \$30.95 10. Derry Blue, long sleeve, size 30, \$30.95 11. Derry Blue, long sleeve, size 32, \$30.95 12. Derry Blue, long sleeve, size 34, \$30.95 13. Derry Blue, long sleeve, size 36, \$30.95 14. Derry Blue, long sleeve, size 38, \$30.95 15. Derry Blue, long sleeve, size 40, \$30.95 16. Derry Blue, long sleeve, size 42, \$30.95 17. Derry Blue, long sleeve, size 44, \$30.95 18. Derry Blue, long sleeve, size 46, \$30.95 19. Derry Blue, long sleeve, size 48, \$30.95 20. Derry Blue, long sleeve, size 50, \$30.95 21. Derry Blue, long sleeve, size 52, \$30.95 22. Derry Blue, long sleeve, size 54, \$30.95 23. Derry Blue, long sleeve, size 56, \$30.95 24. Derry Blue, long sleeve, size 58, \$30.95 25. Derry Blue, long sleeve, size 60, \$30.95</p>	
<p>Ladies Skirts <small>New Plain and Plaid Skirts</small></p>	
<p>We are not in a position to make individual sales of our skirt stock, but we will be glad to sell you the best material in all of the colors, mixed colors and stripe and check colors in all sizes.</p>	
<p>15% Off</p>	
<p>This Is An Opportunity The Economical Woman Cannot Afford To Pass</p>	

Clean cut and readable page advertisement containing much matter. From the
Scottsbluff (Neb.) *Star-Herald*.

He has broken loose. He is a good printer, a capable pressman and can even operate a slug casting machine to some extent. He has newspaper experience and can write a good local story or editorial and satisfy the average small community. Moreover, he has good habits, is clean and pleasing in every way. He has everything needed in most small communities but money, and of that but about half what he should have. Now, then, should he take on a local newspaper proposition or not, at this time?

Here is a splendid local newspaper in a town of 1,500 for sale. The shop is pretty well equipped, and the paper, which

is alone in its field, is doing a splendid business and is making some money. But it takes \$6,000 and a mortgage for as much more to get into this deal. The young man referred to can not handle the whole \$6,000 alone, and would have to take on the mortgage for the other \$6,000. At the present rate of business in this plant, he could make the \$800 annual interest and then have more left than he can earn by working for

THE WHITEWRIGHT SUN



Conservative, yet interesting and pleasing, first page makeup. From the Whitewright (Tex.) Sun.

somebody else — provided business keeps up and he fits the community. If after he takes on the deal business goes back or he fails to fit, he goes broke. If he wins, he wins twice as much as he invests. If he loses, he is out all he possesses. If he works for wages, he makes a sure living and has the interest on his \$2,000, besides having this capital available at some future time.

But — as a good father looks upon a son, he wants the son to succeed in life and in business. He will not encourage him to tie up with a profession or a job where there is no progress. If the son is capable and is fitted by personality and temperament to assume business responsibilities and conduct an establishment of his own, the father does not want to see him tied down to a job all his life unless the job is a big one and will make him independent. It is very much the same when one is advising a young man or a friend in a business deal. Looking to the future, is the present a good time for a young man with nothing more than average ability and a few thousand dollars in cash to invest all he has in business at the high tide of a business boom, or take upon himself the arduousness and drudgery of a job, and make a sure thing of it?

We can see many things in this connection that we fear the inquirer may not see, and yet he may see and know many things that we do not realize in connection with his own personality and ability.

Citing this as an average and not very complicated case, what would be your advice in an inquiry of the kind?

Observations.

It is better to be six months in advance of changing conditions than to be six months behind them — and pay by the day for each month of delay. If you have a newspaper organization or association, its officers should be doing the scouting to show you the way. You can not take time to investigate or think out the problems of the wider field alone.

Apologizing for increasing advertising and subscription rates at this time is a crime. The clothier who charges his old and valued regular customers 35 cents for a collar, when it costs him only 15 cents, does not apologize for it; the cafe does not apologize for charging you 10 cents extra for potatoes after a lifetime of serving them for nothing when ordered with meat; your laundryman did not apologize or ask your consent when he soaked you 5 cents each for laundering your collars. They just figured they had to have the price to make a good profit, and if they had to have it you have to pay it. Within reason, the public will pay what it has to pay; that is evident in the printing business and newspaper line as in other lines.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER.

St. Peter Free Press, St. Peter, Minnesota.—We have commented on the excellence of your paper before, and we find the latest copy sent us up to the standard of past issues in all respects.

The Whitewright Sun, Whitewright, Texas.—Presswork is excellent and the makeup of your first page is interesting, neat and well balanced. Advertisements are simply arranged, effectively displayed and readable in a high degree. We have no suggestion whatever to make along the lines of improvement in the appearance of the paper.

East Hampton Star, East Hampton, New York.—The first good thing we note about your paper is the excellence of the presswork. Then we note the interesting, pleasing and well balanced makeup of the first page, which has a distinctive look because of the unusual style of the name line at the top and because of the box heading in the two central columns. There is a sufficient amount of good local news matter, and the advertisements, while in no sense unusual, must be considered satisfactory.

Scottsbluff Star-Herald, Scottsbluff, Nebraska.—At the start let us compliment your ad. men on the excellent work they did on the fine edition of May 4. No paper that has reached us this month carried better display advertising. The pressman kept pace with the ad. men, the print being delightfully clear and readable. As a matter of fact, the paper is exceptional in all respects save the placing of advertisements on some pages here and there without semblance of order, although on other pages makeup is excellent, as it is on the first.

The Como Herald, Como, Texas.—Considering that you publish only four pages of six columns it is asking too much to suggest a clean first page. However, we will suggest the placing of a minimum number of advertisements on that page and that those be placed toward the bottom, leaving the tops of the columns for headlines over your longer and more important news items. Advertisements are excellent in all respects, the ad. compositor having the good judgment to select one or two important points in each and to give them emphatic display. The use of rules for border, and quite generally the same type of rules, adds much to the attractiveness of the paper. Presswork is also good, although somewhat pale in spots.

The Sisseton Courier, Sisseton, South Dakota.—We commend you and every one on the force on the excellence of your paper. The makeup of first page, the printing and the editorial work are the especially strong features. The large number of short personal paragraphs should make the paper very popular with its readers. Composition of advertisements is satisfactory. Our only suggestion for needed improvement is in the arrangement of advertisements on the pages, these being generally worked to the corners and otherwise placed without order or system. We suggest the pyramid makeup as a desirable method. It gives to the pages an effect of systematic order and emphasizes the amount of reading matter. It is explained in another paragraph of this department.

Anchorage Daily Times, Anchorage, Alaska.—Your first page is the "loudest" we have seen in many months. There is absolutely no excuse for the use of so many large headings except, perhaps, the poor one of filling the space in the absence of sufficient reading matter. The idea that headings make the paper appear interesting does not hold good when carried to such an extreme as in the *Times*. In addition, they actually make the paper hard to read because of the effect of confusion they create. Another point: When items of ordinary importance are "sold" as important news by large

and bold headlines, the customers, your readers, are bound to feel that they have been "stung." Furthermore, when exceptionally large headlines are placed over unimportant news you have nothing in reserve to give proper emphasis to a big story when it does break. The remainder of the paper is quite satisfactory, the presswork being especially good, as is also the display of advertisements.

Brown County Journal, New Ulm, Minnesota.— Much praise is due the publishers for the remarkable "Booster Edition" issued June 12. Containing thirty-six seven column pages, it is well filled with fine display advertising.



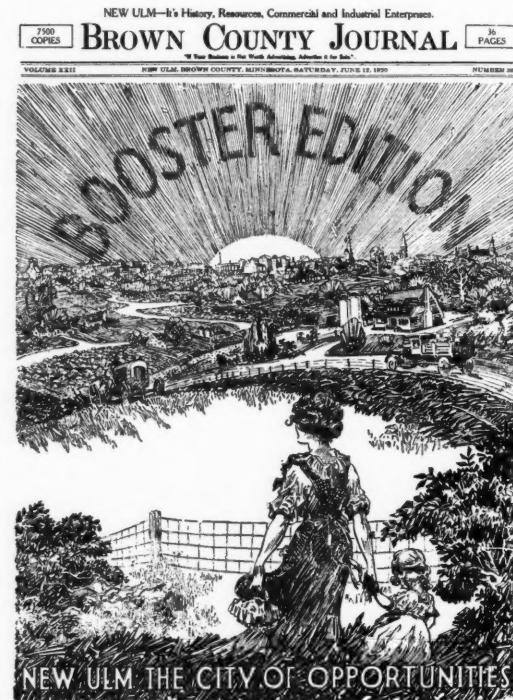
Admirable first page of an excellent newspaper, the *Brown County Journal*, New Ulm, Minnesota. The news headings, symmetrically arranged over the page, are of an exceptionally good style.

ments and especially interesting text, mainly along booster lines. As a whole, the paper gives an excellent impression of the community. We can see no opportunity for improvement in the presswork, in fact the remarkable results secured from comparatively fine screen halftones on the rough news print merit high praise. The advertisements are exceptionally well displayed, excellent choice being made of lines for emphasis, which are brought out effectively. Where Cheltenham Bold is used for the display throughout an advertisement the effect is wholly pleasing, but we regret to note lines in extra condensed block letters sprinkled here and there through the advertisements. Such letters, while appropriate for the main lines of news headings, are unattractive when used in advertisements, and in the advertisements you sent us, contrast disagreeably with the very pleasing Cheltenham Bold also used. The variety of decorative borders used also detracts somewhat from the general appearance of the pages. Plain rules are the best for borders, and when consistently used in a paper make it most pleasing. We also suggest that you follow the pyramid style of makeup in the arrangement of advertisements, which is explained elsewhere in this department.

The Western Star, Coldwater, Kansas.— Excellent presswork is the outstanding feature of your paper, which also has the appearance of being ably edited, if we can judge from the amount of news matter contained in the issue, and without reading it. We believe you could make the news appear to better advantage, that is, more interesting, if you would use larger headings, at least over the more important items on the first page. We regret that you see fit to run display advertisements on the first page, and especially at the top of that page. Generally speaking, the advertisements, while not as exceptional as the presswork, are satisfactorily handled, especially commendable features being the simplicity of their arrangement and their legibility. If they are weak — which is somewhat questionable, considering the nature of the publication — it is in display force. Although the arrangement of advertisements on the pages is good as a whole, and the reading matter is quite well massed, the appearance of the pages would be more pleasing if the arrangement of the advertisements thereon were in better and more systematic order. The pyramid makeup is especially desirable. It not only provides a systematic and orderly arrangement, but brings the

reading matter into one mass in the most convenient position for the reader, the upper left-hand corner of the page, where the reader's eyes naturally fall first in turning to each new page. The pyramid, as may be gathered is the building up of the advertisements from the lower right-hand corner of the page, with the largest in the corner and the smaller displays arranged around it so as to form, in a general way, a triangle or pyramid.

Edinburg Valley Review, Edinburg, Texas.— You publish a fine newspaper — in fact, all features considered, one of the finest we have examined in some months. The first page is well balanced and very interesting although we think it would be improved if the main decks were composed of two rather than three hand set lines. This change would not alter the balance or make the paper less interesting, but would make it neater and more pleasing. We consider the headings too large for a paper of local circulation, that is, one not sold from news stands, also taking into account the nature of the news matter — largely local and generally not of events happening on the day of publication. While the display and arrangement of the advertisements are good their appearance would be improved if type of the same shape were used for the display lines. To use extended and condensed types in the same advertisement results in a displeasing and inharmonious effect. The appearance of the pages would be improved if the advertisements thereon were arranged in a systematic manner according to the pyramid makeup. We doubt whether corner positions, isolated, or largely isolated, from other displays have the advantages generally accorded them. In the first place we must start out on the premise that the subscriber takes a paper for the news that is in it. That being the case, he is going to read the news matter first. The advertisements in his direct path



Specially designed first page, first section, of the "Booster Edition" of the *Brown County Journal*, New Ulm, Minnesota. A special first page such as this lends distinction, value and importance to a big number.

are therefore likely to be passed over. If the advertisements are grouped in the lower right-hand corner of the page, according to the pyramid makeup, the reader concludes the news matter, and is then in a good frame of mind to give the advertisements interested attention. We admit that this is the writer's opinion of the psychology of makeup and that it has been disputed by more competent judges than himself, although championed by judges equally as competent as those who oppose it. None will deny that the orderly pyramid makeup improves the appearance of a paper, and with the opinion regarding the merits of the pyramid makeup and the scattered makeup about equally divided, it would seem that on the whole the pyramid is the most desirable. Publishers who desire to adopt the pyramid makeup for its advantages, and in order to emphasize, as it does, the amount of news in the paper, will find the arguments here given in support of it effective in winning over to their viewpoint those advertisers who oppose it. We know of cases where no difficulty was experienced in "putting it over" and the publishers who did so were afterwards pleased, as it eliminates all arguments regarding positioning of advertisements.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading.
Items for this department should be sent before the tenth day of the month.

Topeka Man Heads Stationers.

Charles L. Mitchell, secretary and sales manager of Crane & Co., Topeka, Kansas, was recently elected president of the mid-west division of the National Association of Stationers and Manufacturers. Mr. Mitchell is a prominent organization man, and the association is fortunate to have so active a member at its head. His articles in the trade journals have given him a reputation as an authority on printing and stationery affairs.

Veteran Press Designer Dies.

Alonzo W. Weseman, who was mechanical superintendent of the printing press factory of Walter Scott & Co., Plainfield, New Jersey, since it was established in 1884, died suddenly at his residence in Plainfield, June 22. He was recognized as an authority on the design and construction of printing presses. The first tiered type of newspaper press was built under his supervision, as well as color presses now used throughout the world.

J. S. Thompson Visits Chicago.

THE INLAND PRINTER recently received a visit from its good friend and former contributor, John S. Thompson, who has been sojourning in California since selling out his interest in the Thompson typecasting machine, of which he was the inventor. Mr. Thompson expects to remain in Chicago for a while, where he will be engaged in the work of perfecting his designs for a new lead, slug and rule caster, which he says will be the fastest machine of its kind on the market. The new machine is being designed to cast one point leads and up to eighteen point slugs.

C. R. & W. A. Nelson in Temporary Quarters.

Pending the completion of their new building at 225 North Michigan avenue, Chicago, C. R. & W. A. Nelson are now temporarily located at 306 North Michigan avenue. The activity of this organization is farther reaching than some of its friends are aware. First-class service and prompt deliveries are offered on the following items: Loose leaf metal parts, loose leaf binders, loose leaf index tabs, special ruled and printed forms, paper punching machinery, special machinery for loose leaf purposes, special tool and die equipment.

It is now possible for many of the trade to make their own loose leaf binders with

the aid and co-operation this firm can give. The members of the firm offer to help their friends work out ideas and problems in loose leaf supplies. The experience of thirty years in this line eminently qualifies them as experts.

Jay O'Donnell Meets Buster Brown.

Those who attended the advertising convention at Indianapolis will undoubtedly recall the familiar figure of Buster Brown,



Jay O'Donnell and Buster Brown.

who, with his dog, was frequently found around the convention hall and the hotels. Buster, be it known, represents the Hamilton-Brown Shoe Company, makers of Buster Brown shoes. The accompanying picture shows Buster as he is in real life, without his makeup, the big fellow being Jay O'Donnell, the representative of the Miller Saw-Trimmer Company for the States of Indiana and Michigan, who was evidently trying to sell Buster a Miller feeder.

Cincinnati Printers Incorporate.

The H. Neiman Company, located at 937-941 Central avenue, Cincinnati, Ohio, was recently incorporated with a capital stock of \$25,000. The firm occupies the second, third and fourth floors at this address, where may be found complete automatic cylinder, bindery, linotype and mailing departments. Harry Neiman, general manager, and his six sons are the incorporators of the firm, one of the largest of its kind in Cincinnati.

Press Congress Meet Postponed.

Dean Walter Williams of the School of Journalism of the University of Missouri, president of the Press Congress of the World, announced recently that the Executive Committee of the congress, in conference with the New South Wales Government, has reset the time of the congress for March and April, 1921. Various conflicting world meetings and other apparently unavoidable conditions for the present year made the postponement of the congress sessions appear desirable both to the host Government and the Executive Committee. Appointments of delegates heretofore made will hold for the 1921 session. Particulars of the new program will be announced later.

W. J. Hartman Heads New Bank.

W. J. Hartman, formerly president of the W. J. Hartman Company, Chicago, and well known all over the country through his years of activity in printing trade associations, is to be president of the new Transportation Bank of Chicago, which is in process of organization. The institution is to be located in the Transportation building in the heart of Chicago's printing district. Other men, prominent in printing circles of the city, who appear on the directorate of the new bank are: W. F. Donohue, president of M. A. Donohue & Co.; W. E. Dwight, president and treasurer of Dwight Brothers Paper Company; W. H. French, president of Barnhart Brothers & Spindler. The project has met with the approval of the business men of the district, and will be a distinct asset to the neighborhood.

Electrotypers to Meet in Menasha, Wisconsin.

The annual convention of the International Association of Electrotypers of America will be held at Menasha, Wisconsin, September 9, 10 and 11, 1920. The Hotel Menasha has been selected as the convention headquarters, the business sessions to be held in the spacious rooms of the Menasha Club. The Hotel Menasha and the Valley Inn, at Neenah, Menasha's sister city, a few blocks distant, afford ample hotel accommodations for those attending the gathering. President Timmons is arranging an interesting and complete program of committee reports, papers to be read by men prominent in the electrotyping industry, short and informal talks by those familiar with the problems confronting the trade, and general discus-

August, 1920

sion of these by all present. L. W. Claybourn, chairman of the local committee, is making arrangements for an elaborate entertainment program, and in this he is being aided by the Menasha Chamber of

control of the board of directors, and a committee of five will be appointed by the president to devise a plan for the development and advancement of lithographic education. Following this action taken at the annual



Employees of the Miehle Printing Press & Manufacturing Company at Patriotic Exercises, May 6.

Commerce and by the prominent citizens of the city. It is proposed to make this the most attractive meeting ever held by the electrotypers, and a large attendance is assured. Printers and others interested will be welcomed, and many will doubtless be present, since many of the problems of the electrotypers are also those of the allied trades, and mutual benefit should result from the consideration of these from both angles.

Miehle Company Training Employees for Citizenship.

Eighteen members of the citizenship class of the Miehle Printing Press & Manufacturing Company, Chicago, recently received diplomas showing that they had passed the examination given by the officials of the Naturalization Bureau. The class was organized in March with twenty-six men from the Miehle plant, and meetings were held on Monday and Thursday evenings after working hours from 5:15 to 6 o'clock.

Patriotic exercises were held on the evening of May 6 for the purpose of awarding bronze buttons to the employees who had attended eight consecutive sessions of the class. The presentation was made by William Saxon, superintendent and general manager of the Miehle plant. Twelve employees, shown in the two front rows of the accompanying illustration, received buttons. Over two hundred workers attended the exercises, and a number of officials of the company, as well as others interested in the work of Americanism, were present.

Lithographers Start Fund for Education.

Lithographic technical education received a decided boost recently when a resolution was passed by the National Association of Employing Lithographers which provided for an assessment upon its members to create a fund to be known as the Technical Education Fund. This fund is to be under the

convention, an announcement was made of a number of gifts by several members for the purpose of educating men for the lithographic industry. Nine thousand dollars, ranging in amounts from \$5,000 down to \$500, was contributed. The cause of technical education commenced by the Ohio Mechanics Institute at Cincinnati will, by reason of these gifts and by the amount to be raised by assessment, be enabled to make a long forward stride. It is the hope of the members of the association that the committee in charge of the work will be able to under-

Hansen Employees Have a Day of Play.

The employees of the H. C. Hansen Type Foundry, Boston, are known as faithful workers, but even they enjoy a period of recreation now and then. Accordingly, on July 3, over a hundred employees from the Hansen factory hied themselves to the Villa Napoli, Nantasket Beach, for an outing. Prior to the war this had been an annual affair, but during the war it was decided to forego the pleasure. This outing, therefore, was looked forward to with more than usual joyful anticipation.

The weather man tried to dampen the ardor of the fun seekers, but he was unsuccessful, as they were able to run their sports before the real downpour took place. A "jazz" orchestra, which accompanied the crowds to furnish dance music, made the rain of the afternoon entirely unnoticed.

At 1 o'clock the party enjoyed one of the fish dinners for which the Villa Napoli is famous. Special favors of fancy hats and noise making balloons, candy and song sheets added much to the enjoyment of the dinner.

Following an afternoon of dancing, everybody went home feeling that the outing of 1920 was one of the best they had ever had.

New Home for International Tag Company.

The International Tag Company has recently moved into its new home at Carroll avenue and Whipple street, Chicago. The new factory, as will be seen from the accompanying illustration, is of fireproof construction, four stories and basement. Among other features provided for the comfort of



Offices and Factory of the International Tag Company Recently Completed at Carroll Avenue and Whipple Street, Chicago.

take educational work in several different parts of the country.

Officers for the ensuing year are Earl H. Macey, president; William S. Forbes, vice-president; R. L. Saunders, secretary, 39 State street, Rochester, New York; Thomas H. Blodgett, treasurer.

the employees is a sanitary cafeteria where food will be served at cost, also a series of shower baths, a recreation room, etc.

In addition to manufacturing a general line of tags, the company has lately introduced a novel tag known as the "Duo-Safety" shipping tag. It resembles an



The two illustrations on this page show the two floats representing the progress of printing, which were prepared by the Typothetæ and the Typographical Union of Indianapolis, Indiana, for the Centennial Parade, held on Monday, June 7.

ordinary tag in appearance, but has a reinforced stub designed to carry the name and address of the sender of the package on which the tag is used. The portion containing the address of the consignee may be mutilated or torn off in transit, but the safety stub is said to always remain attached. While the first cost is possibly greater than for tags of ordinary style, the difference will doubtless be made up in better service to customers as well as a saving in transportation losses.

Typothetæ to Discuss Labor and Paper.

The present industrial situation and the paper problem are to receive special consideration at the annual convention of the United Typothetæ of America, September 13, 14 and 15, at St. Louis. As the leading organization of employing printers, the consideration by the Typothetæ of the present industrial situation will be observed with interest by every one connected with the printing trade. The paper shortage is likewise a question of great importance. Prominent speakers of authority will be present to help the printers grapple with one of the most perplexing problems that has ever been faced by the organization. These two subjects — labor and paper — are of vital interest to every employer, and many who are not members of the organization will doubtless attend the convention. Arrangements are being made to care for a record breaking crowd.

The story of the remarkable growth of the Typothetæ will be of interest to the members as well as to others. This will be handled by men prominent in the work of the organization who have been in close touch with its affairs.

The interesting printing exhibit which was shown by the American Institute of Graphic Arts in New York city during the month of

May will be a prominent feature of the convention. Another attractive exhibit will show the service available to members of the United Typothetæ of America.

Printers who expect to attend the convention should make their reservations direct to the hotel at which they expect to stop, and as a large attendance is expected it is advisable to make them as early as possible. Inquiries as to hotels and accommodations may be addressed to the national office of the United Typothetæ of America, 608 South Dearborn street, Chicago, Illinois.

A Typewriter for Signs and Show Cards.

Nearly every printer has had an occasional order for signs or show cards which demanded large type in greater quantities than he had



Charles Francis on World Tour.

Charles Francis, president of the Charles Francis Press, New York city, and author of "Printing for Profit," is to make a trip around the world as the special representative of Hon. W. B. Wilson, secretary of labor. Mr. Francis will make this tour with a view to rounding out a life of usefulness and a career of great activity, especially in regard to the pleasant working out of problems between employer and employee.

In addition to carrying a commission from the secretary of labor, he will be an accredited representative of the American Federation of Labor, and of the Allied Printing Trades Association (union), also of the United Typothetæ of America, the latter for such matters as may be of interest to this organization and its closed shop division, as well as the Printers' League of America.

After a brief speaking tour en route to the western coast, Mr. Francis will sail from San Francisco on August 21, touching the Hawaiian Islands, and arriving in Japan on September 7. After spending some time in Japan he will visit Korea, Manchuria, China, the Philippines, Australia, Tasmania, New Zealand, Chili, Argentina, South Africa, France, Switzerland and Great Britain, for the purpose of investigating labor matters and to seek a solution, in so far as it is possible, of the labor question.

Mr. Francis will be accompanied by his daughter, Mrs. Lillian Francis Fitch, who will also do some active work with reference to vocational training as it relates to the welfare of the pupil in public and private academies and schools.

in his cases. Or, possibly, he has printed a few signs for a customer which, on account of the short run, made a costly job for the buyer. In order to overcome these difficulties, a mammoth typewriter has been



The "Printasign," a Machine Designed for Printing Window Cards and Signs, One Letter at a Time.

invented which will print large type on cards, one letter at a time, just as a regular typewriter does with smaller letters on paper. The "Printasign," the perfected machine, is illustrated in this department. It makes use of the plunger instead of the bar lever principle for printing each letter on the card.

On short runs of window cards, the jobs are said to be more easily handled if run on the "Printasign" than if printed on a job press. The machine will handle work ordinarily done with a hand stamping or stenciling device, but the finished product is more attractive, since the alignment of the type is perfect and the inking and printing uniform.

In addition to giving full directions for the operation of the machine, the manufacturers offer to show the purchasers how to attract customers and what to charge for the work. Complete information may be had by writing to the Printasign Company, 700 Fortieth street, Chicago.

Unique Press Installed by Express Printery.

A specially designed press for the production of express waybill forms has recently been built by the Meisel Printing Press Company, and has been installed in the private printing plant of the American Railway Express Company, 515-527 East Seventeenth street, New York city. A writer in the *Express Gazette*, in commenting on this remarkable piece of machinery, has this observation:

"We say 'making' advisedly, for the new press performs no less than sixteen operations at one time and turns out the new waybill form with its many parts, imprints, perforations and carbonized sides, all in the twinkling of an eye. The rolls of paper at one

end of the big machine reach into the closely working cylinders of the press and disappear like lightning inside. At the other end of the machine, complete waybills are turned out in finished shape, with the rapidity of a newspaper press."

This press was designed to meet the need for a machine to handle the forms made necessary by the new waybill system adopted last December. Previous to the installation of the new press from three to six operations were necessary to produce a waybill form complete. Waybills are required in tremendous quantities, in fact, an initial order of 150,000,000, or about six months' supply, was placed with outside printers when the new system was adopted.

F. H. Travis, superintendent of printing, and A. W. Jones, foreman of the printing plant, were active in co-operating with the Meisel engineers who designed the press and supervised its construction, as well as the installation in the company's plant.

New York Master Printers on Educational Trip.

Master printers of New York combined pleasure with business on their annual educational trip on June 21 and 22. A moonlight excursion up the Hudson river to Albany, followed by a trip to Holyoke, Massachusetts, by special train, was enjoyed by the two hundred and thirty-five printers and their friends who made up the party.

On Monday evening, the 21st, the party left on the steamship Morse for the first lap of the journey. Tuesday morning after breakfast on the boat, the party took the train for Holyoke, where they were to be the guests of the American Writing Paper Company for that day. Part of the trip was made through the famous Berkshire Hills of Massachusetts, and this was one of the interesting features of the excursion.

The special pulled in a little after noon at Holyoke, where the party was met by a number of the American Writing Paper Company's men and taken to a local hotel for luncheon. After luncheon and a brief rest the visitors were divided into three groups and were shown through two of the paper mills and through the research laboratories of the American Writing Paper Company.

The climax of the trip was reached Tuesday evening when the entire party, accompanied by officials of the American Writing Paper Company, were taken to the summit of Mount Tom, near Holyoke, in special trolley cars and automobiles. Here dinner was served and entertainment provided for the guests. The Mayor of Holyoke formally welcomed the printers to the city, and he was followed by E. F. Eilert, president of the Master Printers' Association, who responded on behalf of the members of the party, and referred to the visit as "one of the most memorable" in the lives of the members of the association.

Other speakers were: B. E. Hutchinson, treasurer of the American Writing Paper Company; William Green, president of the United Typothetae of America; George A. Galliver, president of the American Writing Paper Company; George M. Ritterband, of New York, and Dr. R. E. Rindfuss, of the

Department of Technical Control of the American Writing Paper Company.

The visitors were then conducted back to their hotels, and left for New York Wednesday morning, arriving home at 2:30 P. M.

Cutting Costs in the Pressroom.

An attractive booklet with the above suggestive title has been received from the Indiana Chemical and Manufacturing Company, 135 South East street, Indianapolis, Indiana. The booklet aims to show some methods by which costs may be reduced and production improved, both in quantity and in quality, without the necessity of additional pressroom equipment. It also gives a list of a number of well known printers, lithographers, box and bag manufacturers and publishers who use the products of this firm.

The Indiana Chemical and Manufacturing Company is possibly better known to the trade as the manufacturers of "Reducol," which has been on the market for some time. Other printers' specialties which are sold with the same guaranty that accompanies "Reducol," include type and roller wash, paste dryer, liquid air dryer, gloss paste, metal cleaner and electrical destroyer.

A copy of the booklet will be sent on request of any superintendent, purchasing agent, pressroom foreman, or any one interested in solving the problems in the pressroom.



Cover Design of Booklet Issued by Indiana Chemical and Manufacturing Company.

THE INLAND PRINTER

HARRY HILLMAN, EDITOR.

Published monthly by
THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.
 NEW YORK ADVERTISING OFFICE, 41 PARK ROW.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY,
 632 SHERMAN STREET, CHICAGO.

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SUBSCRIPTION RATES.

One year, \$4.00; six months, \$2.00; payable always in advance. Sample copies, 40 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make foreign money orders payable to the Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN RATES.

JOHN HADDON & CO., Bouvierie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & CO. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & CO. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & CO., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & CO., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & CO. (Limited), Cape Town, Durban and Johannesburg, South Africa.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

WANT ADVERTISEMENTS

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum, 70 cents; three lines for \$1.00. Under all other headings, price is 50 cents per line; minimum, \$1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER **Free** to classified advertisers. Remit 40 cents additional if copy is desired.

BUSINESS OPPORTUNITIES.

FOR SALE—Printing, blank book manufacturing, county supply and municipal auditing concern, doing \$200,000 business annually; will sell all or part of business; concern has been established 25 years and has solid, prosperous business; reason for selling is a desire to retire or acquire an active partner on whom a large part of the business management can be placed. G 179.

WANTED—One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALES BOOK CO., Chicago.

FOR SALE—Only exclusive job office in town of 10,000; doing good business; steady cash customers; good future; warm, dry climate; material in good condition; \$1,650 cash. G 177.

COUNTY SEAT DAILY—Central California; growing city of 3,500; full equipment; will pay for itself; \$12,000, one-third cash, balance 6 years, 6 per cent. G 142.

FOR SALE—Good established job printing office in Indiana county seat; price \$3,500. G 954.

FOR SALE.

RECEIVER'S SALE OF PRINTING PLANT—Pursuant to an order of sale issued by the court of common pleas, of Huron County, Ohio, in the case of The Norwalk National Bank vs. The American Publishers Company, sealed bids will be received by the undersigned receiver, appointed in said case, at his office in Norwalk, Ohio, until Wednesday, August 11th, at 12 o'clock m., central time, at which time said bids will be open for the purchase of the assets of said The American Publishers Company. The property will be sold in parcels as follows: First Parcel—Property covered by the mortgage, not including any of the law department. Second Parcel—That part of the law department covered by the mortgage. Third Parcel—That part of the law department not covered by the mortgage. Fourth Parcel—All the balance of said assets excepting cash and bills receivable. Bids will be received for said parcels separately, and separately for all the said assets covered by the mortgage and all of the same not covered by the mortgage. No bids less than three-fourths of appraisal will be considered. Appraisal on file in court and at office of receiver. Terms of sale cash, except that the mortgage bonds of said company will be accepted in payment to the amount they will be entitled on distribution. Bids will be subject to approval or rejection as the court may direct. A. S. PRENTISS, Receiver, Norwalk, Ohio, July 10, 1920.

REBUILT, READY FOR IMMEDIATE SHIPMENT—One (1) Chambers D/16 folder, range 20 by 30 inches to 44 by 62 inches; one (1) Chambers D/16, parallel 32, range 19 by 26 inches to 40 by 54 inches; one (1) Dexter No. 90 jobbing folder, equipped with four right angle folds, parallels 16 and 32, range from 14 by 19 inches to 33 by 46 inches; one (1) Dexter No. 91 jobbing folder equipped with four right angle folds, parallels 16 and 32, range 14 by 19 to 38 by 52 inches; one (1) Brown D/16 parallel 32, equipped with cover attachments, range 28 by 42 to 46 by 70 inches; one (1) Dexter No. 290 catalogue folder, range 14 by 19 to 32 by 44 inches, equipped with three parallel folds, three right angle folds and parallel 16 attachment. One (1) 9 by 12 inch Sheridan step covering machine, practically new; one (1) 16-inch Marresford tipping machine; one (1) 12-inch Marresford tipping machine; both tipping machines practically new; one (1) 5E Whitlock, bed size 27 by 31 inches, gripped delivery, equipped with latest type Sprague motor, push button controller. WANTED—Sewing machines, cutting machines, folding machines and bookbinders' machinery of all descriptions. GEORGE R. SWART & CO., INC., Marbridge building, 1328 Broadway, New York city.

FOR SALE—Two Model K linotype machines, both machines practically new and in good condition; both have two magazines and two molds; these machines have been used very little and can be seen running any day; price for either of these machines, \$2,000 f. o. b. Lexington, Ky. We also have one set of 8-point mats, roman and black face; one set of 10-point mats, roman and italic faces; one set of 6-point mats, roman with black-face Gothic; one set of 10-point Cheltenham (single-letter mats); we will sell these mats separately or with either of these machines at \$35 for each set. We also have a set of 34-point head-letter mats for sale, which have never been used; price, 10 cents each mat. Write for full particulars regarding any of this equipment at once. TRANSYLVANIA PRINTING CO. (Inc.), Lexington, Ky.

<p>Megill's Patent SPRING TONGUE GAUGE PINS</p>  <p>QUICK ON Send for booklet this and other styles.</p>	<p>MEGILL'S PATENT Automatic Register Gauge</p> <p>automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.</p> <p>E. L. MEGILL, Pat. and Mfr. 60 Duane Street From us or your dealer. Free booklets.</p>	<p>Megill's Patent DOUBLE-GRIP GAUGES</p>  <p>VISE GRIP Send for booklet this and other styles.</p>
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FOR SALE — One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour, machine in perfect condition, has never been used, possession at once; also one Kidder 30 by 30 inch rotary press, printing two colors on the face and one color on the reverse side of the web; one one-color and one two-color 6 by 6 inch New Era press; four Kidder two-color, 12 by 18 inch, roll feed bed and platen presses; one Kidder 43 by 56 inch all-size adjustable rotary, printing one color on each side of the web, a dandy machine. **GIBBS-BROWER CO.**, 261 Broadway, New York city. Tel. Barclay 2080.

FOLDING MACHINES FOR SALE — One New Model Brown, takes sheets 33 by 45, 3 parallel and oblong folds, hand fed; also 1 latest improved Anderson, takes sheet 22 by 28; these machines are practically new; disposal necessary to make room for other machinery. Write for price and full particulars. **HENRY ALLEN**, Manager, Omaha Printing Company, Omaha, Nebraska.

FOR SALE — Two No. 3 Linotypes (7 fonts matrices, 1 extra magazine, plenty sorts), 2 Optimus (25 by 38 and 28 by 42), Dexter jobbing folder (32 by 44), Brown & Carver automatic cutter (38-inch); all in good condition; immediate delivery. **W. V. GUTHRIE**, 227 Holliday st., Baltimore, Md.

FOR SALE — Printing machinery, two-revolution and drum cylinder presses, paper cutters, Gordons, stitchers, punches, folders, proof presses, etc., new and overhauled; quick delivery. We buy and sell printing outfit, machinery, composing room equipment. Write us today. **WANNER MACHINERY CO.**, 716 S. Dearborn st., Chicago.

REBUILT ready for delivery: 35 by 50 Campbell, two-revolution four-roller, 48 Optimus, Monotype composing and keyboard, bronzing machine, Colt's Armory, Chandler & Price, cutters, folders, stitchers. **GEO. SEDGWICK**, Rochester and Syracuse, N. Y.

MONOTYPE CASTER for composition and display with keyboard and equipment of molds, mats, etc.; a bargain for quick sale; will sell separately; can be seen running. **GEO. A. FIELD**, 528 Chestnut street, Milwaukee, Wis.

FOR SALE — At a bargain, one Autopress in good condition; has run less than one million impressions; reason for disposing of press is that it is not suited to the class of work we handle. **HERALD PUBLISHING CO.**, Albany, Ga.

METAL CARD HOLDERS for marking type cases, electro cabinets, stock bins and shelves for all businesses; send for samples and prices. **HADDON BIN LABEL CO.**, Haddon Heights, N. J.

FOR SALE — One font each 6, 8 and 12 point linotype mats; roman face with Antique Bold; these mats are in first-class condition. **A. C. TAYLOR PRINTING CO.**, Phoenix, Ariz.

FOR SALE — Monotype caster, two Singer sewing machines and one double 16 Chambers folder; all can be seen working and in perfect order. **VIRGINIA STATIONERY CO.**, Inc., Richmond, Va.

FOR SALE — One 44-inch, 38-inch cloth width two-beam Hickok ruling machine; first-class mechanical condition. **THE MANUFACTURING STATIONERS**, Inc., Phoenix, Arizona.

BOOKBINDERS' MACHINERY — New Model National book sewing machines, also rebuilt machines. Write for particulars. **JOSEPH E. SMYTH CO.**, 638 Federal st., Chicago.

FOR SALE — Colt's Armory press, type C, 14½ by 22, A-1 condition, little used. **MYSELL-ROLLINS CO.**, 32 Clay, San Francisco, Cal.

FOR SALE — Established edition bindery in Chicago; at present doing a yearly business of over \$100,000. For particulars address G 190.

FOR SALE — Job presses: three 9 by 13 and two 10 by 15 Prouty's, equipped for individual motors; prices right. G 180.

PRINTING PRESS, Cottrell 45 by 82, two revolution; price \$1,200. **BOX 157**, Xenia, Ohio.

HELP WANTED.

All-Around Men.

WANTED — All-around printer; one who can work in composing room, run cylinder and job presses; wonderful opportunities for the right man. Write direct to **THE CORTE-SCOPE CO.**, Conneaut, Ohio.

ALL-AROUND PRINTER WANTED — Small job office in ideal city of 10,000; wages about \$40; union. **KINGSBURY PRINTING CO.**, Twin Falls, Idaho.

Bindery.

CAPABLE MAN who can take care of folders, stitchers and all other machinery in bindery of printing establishment in large Wisconsin city will find a steady position; in answering this ad state age, married or single references of concerns where employed before, wages expected, etc. G 191.

WANTED — Bindery foreman; capable all-around forwarder, finisher and cutter who is thoroughly familiar with handling loose leaf and office forms for position of working foreman in progressive northern Ohio plant. G 29.

BINDERY FOREMAN — Thoroughly experienced on edition, pamphlet and catalogue work, practical in all branches, to act as working foreman of edition and pamphlet bindery, handling high-grade work; one possessing the ability to handle help efficiently and produce work systematically; prefer a man competent to estimate costs and who has full knowledge of all stocks and materials; excellent permanent position for reliable, industrious man; state fully past experience, age, qualifications, salary expected, etc. G 123.

WANTED — An experienced paper cutter to operate fifty-inch new Oswego cutter; permanent position, good wages and pleasant surroundings. **SAN ANTONIO PAPER CO.**, San Antonio, Texas.

Composing Room.

WE HAVE a steady position for a first-class compositor, familiar with commercial work. In applying for the above position state whether union or non-union; give full experience, age, home address, where working at present and references. G 183.

WANTED — Printer, capable of taking charge of small wrapping paper plant, printing paper bags, roll wrapping, etc.; must understand stereotyping; permanent position and good wages. **SAN ANTONIO PAPER CO.**, San Antonio, Texas.

COMPOSITOR WANTED — Steady job, best of working conditions and congenial surroundings; one who can run or willing to learn the linotype; good wages. **JOHN R. SMYTH PRINTING CO.**, Marshall, Mich.

COMPOSING ROOM FOREMAN — One familiar with all classes of printing, especially book and catalogue work; state experience fully, age and salary desired; plant located in Cincinnati. G 176.

WANTED — Compositors and stoneman on high-grade catalogue work; good wages, steady work for competent help; union shop. **CASLON PRESS**, Toledo, Ohio.

JOB COMPOSITOR as foreman for small shop; good steady position open. Write, **BOX 13**, Belmar P. O. Pittsburgh, Pa.

WANTED — Reliable composing room foreman; expert typographer. G 184.

Managers and Superintendents.

ASSISTANT MANAGER is wanted by a plant located in a prosperous manufacturing city within 200 miles of Chicago; an opportunity for an ambitious young man with some printing office experience to acquire an interest in a growing business without cash payment; knowledge of bookkeeping not required. G 197.

MANUFACTURING SUPERINTENDENT WANTED — Southern city, modern plant; linotype machines, up-to-date composing room, 2 cylinders, Kelly, 5 platens with Miller feeders, full bindery equipment; must be high-class man and thoroughly capable; union. G 173.

SMALL COUNTRY PUBLISHER and job printer in good field wants business manager; good opening for man of limited experience to grow in. **ITASCA IRON NEWS**, Coleraine, Minn.

Pressroom.

WANTED — Pressman for Miehle and job presses; northern California city, 15,000 population; job steady; want man desiring to locate permanently; fine for married man; excellent schools and healthy, moderate climate. G 147.

Salesmen.

SALESMAN WANTED to call on printing trade in Chicago and Middle West — to travel about half the time; first-class man only, familiar with pressroom conditions; state qualifications fully; permanent position; salary, expenses and commission. Ink men who can take a very profitable side line in their territory also please answer. **UTILITY HEATER CO.**, 220 Centre st., New York city.

SALESMAN-MANAGER — Wanted for plant in Ohio city of 50,000, unusually well situated; specializes in loose leaf and ledger work; want man with vision and sales ability who knows these lines; company well financed; opportunity to secure stock if desired; unusual opportunity for live-wire man of ability. G 187.

WANTED — First-class photoengraving salesman (not an order taker); one who is not only a salesman but understands the photoengraving business; must be of good personality and full of pep. **A. ZEESE ENGRAVING CO.**, Dallas, Texas.

PROCESS WORK

— and *Electrotyping*

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72, Post-free. Specimen Copy, Post-free, \$0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by A. W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.

INSTRUCTION.

LINOTYPE INSTRUCTION — 15 Mergenthalers; day course, eight weeks, \$100; 12 years of constant improvement; every advantage; thorough mechanical instruction. Call, write. EMPIRE MERGENTHALER LINOTYPE SCHOOL, 133 East 16th st., New York city.

MISCELLANEOUS.

THE DEMAND FOR MONOTYPE OPERATORS IS ALWAYS ACTIVE — The number of monotypes in use is daily increasing; this affords a chance for live printers and machinists to enter a profitable vocation; the Monotype Company maintains schools in Philadelphia, New York, Chicago and Toronto where you can learn monotype operating in a short time. Apply to the nearest. There is no tuition fee. LANSTON MONOTYPE MACHINE COMPANY.

SITUATIONS WANTED.

Bookbinders.

PERMANENT POSITION by all-around bookbinder with firm willing to pay top wages to a hustler; have executive ability, 19 years' experience in blank book and job work, can not rule; can give references; state salary and exact working conditions. G 181.

Composing Room.

POSITION WANTED as desk foreman of composing room by a first-class printer; thoroughly understands all classes of work, such as catalogues, booklets, loose leaf devices and general commercial work; married; strictly temperate; only first-class firms need answer this as I want to connect with high-grade firm. G 192.

MODEL 9 DISPLAY OPERATOR MACHINIST desires change; experienced at layout work and used to executive position; no bad habits; best health; 17 years at trade; high altitude or near coast preferred, but not essential if good opening offered. G 194.

MONOTYPE KEYBOARD OPERATOR — Five years' experience on all classes of work; also job printer; union. G 198.

Efficiency Man.

EFFICIENCY MAN WANTS CHANGE — Am manager of a plant doing a volume of \$50,000 annually and desire to better my condition; am a practical typographer, understand the cost finding system (could install if not already working) and know how to sell printing at a 25 per cent profit; will consider offer from a larger sized plant in a good size town, who needs a man to bring up the quality and volume of their work, and their PROFIT; correspondence solicited and references exchanged before making any change; can also work out a plan to get the printers of your town lined up on a composite statement, and the selling of printing on such a basis; can change on 30 days' notice; would prefer the Middle West or West, but will consider other offers if they hold a future. G 185.

Executive.

A SEASONED and highly efficient executive, with 16 years of tried and proven experience as composing room foreman and complete plant superintendent for two of America's most successful producers of good printing, will be open by September 1 to accept a permanent position suitable to his qualifications; knows every detail of economical production — costs, estimating, purchasing, layout and good composition, O. K. first to final — imposition, margins, presswork and binding; is an untiring worker and a close cooperator with each individual in all departments; can surround himself with skilled mechanics who are not agitators; open shop preferred, but not essential. Address S. E. G., Chas. Belsch Co., 66 Reade st., New York city.

Managers and Superintendents.

SUPERINTENDENT — Do you want a real executive — a man who knows printing, is a practical and not a theoretical printer, understands the lines from start to finish and can eliminate mistakes to a minimum; at present employed but desire a change for the better; prefer Middle West; am not looking for a cheap job; age 48, married. G 196.

AT LIBERTY OCTOBER FIRST — Mechanical superintendent of printing; experienced, efficient man, high-grade references; present firm changing business reason for liberty; will accept position anywhere in United States or Canada as superintendent of factory or foreman of either rotary or cylinder press department. G 186.

EXECUTIVE with university education wants permanent position with increasing opportunities; willing to invest if mutually satisfactory; expert in costs, estimating and production; detailed practical and technical knowledge of commercial, catalogue and publication printing. G 178.

POSITION WANTED by high-grade printer as superintendent of an office doing between \$10,000 and \$20,000 business a month; one capable of turning out the better grade of work of all kinds; familiar with stock, presswork, etc.; married; strictly temperate. G 193.

FIFTEEN YEARS' EXPERIENCE as printing factory executive; mechanical knowledge gained in country printshop and Chicago shops; would like position with live, growing firm as shop manager; age 37; married. G 175.

EXECUTIVE — Practical in all branches of printing, lithographing and sales is open for position as general manager, or would be interested in taking charge of plant in which, later on, an interest might be obtained. G 195.

WANTED — Superintendence or management of medium-sized printing plant doing high-grade work; experience and judgment in handling men and work; good references. G 188.

Pressroom.

CYLINDER PRESSMAN, experienced in first-class halftone, vignette, color process printing, desires permanency in vicinity of Boston or an hour's ride of Boston. G 182.

WANTED TO PURCHASE.

WANTED — Secondhand Kidder or New Era roll feed, bed and platen presses of any size or type, with or without special attachments; also Kidder one or two color roll product rotary wrapping paper presses. GIBBS-BROWER CO., 261 Broadway, New York city. Tel. Barclay 8020.

WANTED — Kidder secondhand machine, 36 by 48 press to print roll wrapping paper, width 48 inches; also secondhand Brannan sheet folder taking sheets 78 inches wide, in first-class condition. Address full particulars, D. K., Room 1254, 200 Fifth av., New York city.

WANTED — We will buy or sell for you your surplus machinery. Send us your list and, if possible, description, condition and price f. o. b. your city. We can handle your complete plant. WANNER MACHINERY CO., 716 S. Dearborn st., Chicago.

WANTED — 50 to 60 inch Oswego cutting machine, or any other standard make; must be in a first-class condition and of a late serial number. Reply to METROPOLITAN LITHO. & PUB. CO., Dane and Bow sts., Everett, Mass.

PRESSES WANTED — Two four-roller 56 or 62 inch Miehle presses; also three C. & P. jobbers, size 10 by 15, with Miller feeders. CENTRAL PUBLISHING COMPANY, 101 Transportation bldg., Indianapolis, Ind.

WANTED — Miehle printing presses, two-color, No. 3/0 or No. 5/0, and one-color not smaller than No. 2 size; state age, serial number, condition, price, how soon can be shipped, etc. G 189.

WANTED — Matrix rolling machine — casting box — 1,000-lb. metal pot. Write us in reference to any stereotype machinery you have for sale. THE STANDARD REGISTER CO., Dayton, Ohio.

WANTED — Secondhand cylinder; sheet 25 by 38, type 24 by 37; No. 43 Optimus preferred; best cash price. Address J. B. P., Box 246, Hartford, Conn.

WANTED TO PURCHASE Miehle presses, all sizes. ADZIT PRINTERS SUPPLY CO., 232-240 Lyon st., N. W., Grand Rapids, Mich.

WANTED FOR CASH, Harris two-color automatic presses 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal st., Chicago.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color plate, strong wording and complete "layout" — new design each month. Write today for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio.

Art and Engraving Service.

WE DESIGN ANYTHING from a label to a catalogue cover; sketches submitted on approval. Write for large folder of designs, it's free. Printing plates furnished. BALDA ART SERVICE, Oshkosh, Wis.

Brass Type Founders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Calendar Pads.

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes calendar pads for 1921; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample books and prices.

Carbon Black.

CABOT, GODFREY L.—See advertisement.

EMBOSSOGRAPHY

TRADE MARK

The art of producing embossed or engraved effects without the use of dies or plates, any color, also gold and silver, as fast as ordinary printing.

Write for Descriptive Matter, Testimonial Letters from Users, etc.

EMBOSSOGRAPH PROCESS CO., Inc.

251 William Street

NEW YORK CITY



Please Mention THE INLAND PRINTER When Writing to Advertisers.

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER — Electric welded silver gloss steel chases, guaranteed forever. See Typefounders.

Copper and Zinc Prepared for Halftone or Zinc Etching.

THE AMERICAN STEEL & COPPERPLATE CO., 101-111 Fairmont av., Jersey City, N. J.; 116 Nassau st., New York city; 536-538 S. Clark st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

Counting Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Cylinder Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

Demagnetizers and Ink Dryers.

UTILITY HEATER CO., 220 Centre st., New York. Safety gas heaters, with automatic cut-offs, for all styles of presses.

Electrotypes' and Stereotypes' Machinery.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

Embossing Composition.

STEWART'S EMBOSSED BOARD — Easy to use, hardens like iron; 6 by 9 inches, 3 for 40c, 6 for 60c, 12 for \$1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Engraved Letterheads.

QUALITY WORK from steel engraved plates and dies. Specimens on request. DEAL & BROWN, 29 N. Water st., Rochester, N. Y.

Engraving Methods.

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; particulars and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

LINE CUTS cast in stereotype metal directly from drawings made on Kalkotype Board; no routing of open spaces. Send postage for specimens. HENRY KAHR, 240 East 33d st., New York.

Job Printing Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing presses and allied machines a specialty.

Neutralizers.

UTILITY HEATER CO., 220 Centre st., New York. Gas machines that stop offset and electric troubles, and are safe for all presses.

Numbering Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Paneling and Bordering Processes.

HOW TO DO paneling, gold and color bordering in your own shop. Best made and ready to run in three minutes male embossing die out of waste. Write PROGRESS PRINTING CO., Owensboro, Ky.

Paper Cutters.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Perforators.

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating machines of all kinds, styles and sizes.

Photoengravers' Supplies.

LEVY, MAX, & CO., Wayne Junction, Philadelphia, Pa. Screens, cameras, lenses and gallery equipment for photo processes.

Presses.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Printers' Rollers and Roller Composition.

WILD & STEVENS, Inc., 5 Purchase st., Boston 9, Mass. Established 1859.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio; 1285 W. 2d st., Cleveland, Ohio.

Printers' Supplies.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Printing Machinery, Rebuilt.

BARNHART BROTHERS & SPINDLER — See Typefounders.

Printing Material.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Punching Machines.

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Rebuilt Printing Presses.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Roughing Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Stereotyping Outfits.

ACME DRY PROCESS STEREOGRAPHY — This is a new process for fine job and book work. Matrices are molded in a job press on matrix boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHR, 240 E. 33d st., New York.

Tags.

OUR SPECIALTY IS TAGS, blank, printed, numbered, wired, strung or equipped with special slots, holes, etc., when required. You take the order, we make and print the tags for you. Send for quotations on anything you need in the TAG line. Quick service. DENNEY TAG COMPANY, West Chester, Pa. Oldest and largest exclusive tag factory in the world.

Typecasters.

THOMPSON TYPE MACHINE CO., 223 West Erie street, Chicago. Manufacturers Thompson type, lead, slug and rule caster.

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.-E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 169 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av., Milwaukee, 125 2d st.; Winnipeg, Can., 175 McDermott av.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type faces, borders, ornaments, cuts, electric welded chases, all-brass galleys and other printers' supplies. Houses at — Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

EMPIRE WOOD & METAL TYPE WORKS, Buffalo, N. Y.; Delavan, N. Y.

Wire Stitches.

F. P. ROSBACK CO., Benton Harbor, Mich. Stitches of all sizes, flat and saddle, $\frac{1}{4}$ to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Wood Goods.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Note—Send for Our List

of new and rebuilt CYLINDER PRESSES, ready for immediate delivery.

WALTER SCOTT & COMPANY, Plainfield, N. J.

An Electrical System of Heating Type Metal Pots

The accomplishment of Fort-ified Electric Pot Heaters is the elimination of complicated mechanisms.



Visible connections, sturdy construction and a simple and effective temperature control have made this pot operable under every condition.

Our new daylight factory (just completed) soon will make possible the rendering of prompt service. At present we are several hundred orders behind and we suggest that you place your orders now for fall delivery.

More than two years of successful operation in representative printing establishments, backed by our liberal guarantee, is your assurance Fort-ified Electric Pot Heaters will serve you best.

May we send you particulars?

Fort-ified Manufacturing Company

14th St. and Agnes Ave., Kansas City, Mo.

Osterlind Printing Press Co.

CENTRAL BANK BUILDING

ST. PAUL

Why?

One of the users of the Osterlind Press, Mr. Forrester of Louisville, asks us why this splendid machine is not more extensively advertised and sold.

The reason is that about two years ago the Government of the United States found it necessary to take over the plant of this company at Stillwater, Minn. On account of the press of business the Government has not yet found time to make a settlement for this seizure, which involved 60 per cent of the capital of the company. After some delay the company was allowed to build a new plant, which contains, however, only 20 per cent of the floor space of the old one, and the production of the presses has been barely sufficient to fill the export orders received. The production is now being increased. The selling agency for the territory east of Ohio has been placed with the Gibbs-Brower Company, 261 Broadway, New York. Miller & Richard, Toronto and Winnipeg, are agents for Canada.

Assuring Efficiency from the Start—

The printer upon installing new equipment naturally feels that he is fully equipped to meet his delivery promises.

This is true only if he has carefully considered the drive and control best suited to fill his particular requirements.

Westinghouse-Cline motors and controllers mean to the printing trade what Westinghouse generating equipment means to the large electric power plants of the world. They assure efficiency from the start and throughout the life of the new equipment.

WESTINGHOUSE
ELECTRIC & MANUFACTURING CO.
East Pittsburgh, Pa.

Sales Offices in All Large American Cities.



Westinghouse

Form 19 1944 3-20 This carbon must be referred in order as numbered not filed until attended to.

Business	Accts	Cashing	Checking	Forwarding Newspaper	Forwarding Magazine	Estimating Newspaper	Estimating Magazine	Order	Prod.	Booklet	Shipping	Copys Customer's Name	Business Disk	Chicago Disk

RECALL

Date _____ To _____
Date _____ To _____
Date _____ To _____

Reference Record
Write in here the
SUBJECTS under which
the above will be re-
ferred for future refer-
ence.

Mr. Johnson
Mr. Smith
Mr. Jones*
Mr. Kent
Mr. Ford
Mr. Sherwood
Mr. Keyes
Mr. Gray
Mr. Easton
Mr. Dill
Mr. Conway
Mr. Dillon
Mr. Coogan
Mr. Richman
Mr. Sherman
Mr. Brown
Mr. Tilton
Mr. Sloan
Mr. Forman
Mr. Cleary

Suggest to your cus-
tomer that he standard-
ize his printing on Ham-
mermill Bond. The
Hammermill variety of
color and finish will en-
able you to give him
complete satisfaction on
every job.

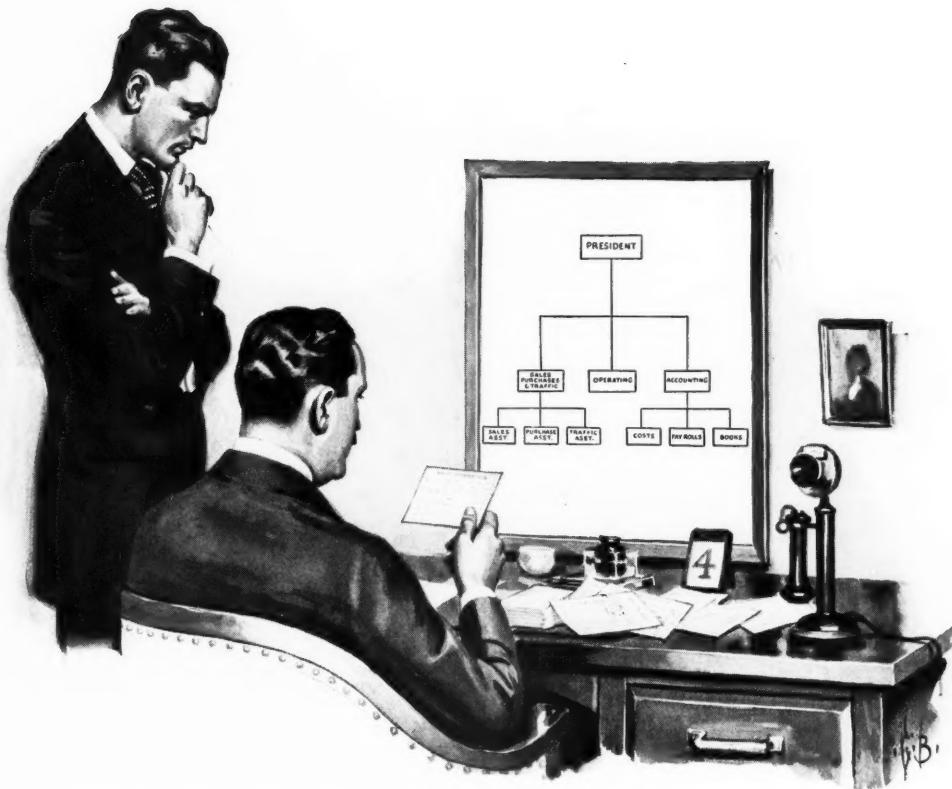
Look for this watermark—it is our word of honor to the public

**HAMMERMILL
BOND**

The Utility Business Paper

Hammermill's twelve colors besides white enable you to give different colors to your customer's various forms—the "Signal System" of business. Ask for our free Portfolio, "The Signal System."

HAMMERMILL PAPER COMPANY, ERIE, PA.



Show Him the Forms— He'll Give You the Work

THREE isn't any better way to get orders for printing than to show a man how printed forms can be used to get more work done, at less cost, in his store, office, or factory.

Give him the forms that will save time, simplify office routine, speed up production—and your presses will be busy turning out the work.

The Hammermill Portfolios which we furnish to printers contain a wide variety of simple, practical, up-to-date forms, applying to many different lines of business.

Are you using these free Hammermill Portfolios in soliciting business? If not, write to us for full information concerning them—or apply to the Hammermill distributor nearest you.

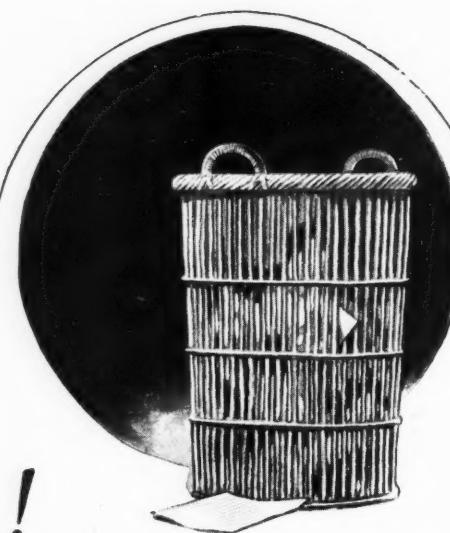
Hammermill Bond is distributed by more than 100 representative paper merchants. Many big business houses use it for all their printing, because of its uniform quality, cleanliness, strength—and because it is the lowest-priced standard bond paper on the market. It will pay you to use Hammermill Bond, and to recommend it.

HAMMERMILL PAPER COMPANY, ERIE, PA.

Look for this watermark—it is our word of honor to the public

HAMMERMILL BOND

The Utility Business Paper



"Gosh! I hate to throw that fellow's booklet away"

AS the rain falls alike on the just and the unjust, so does the beautiful booklet as well as the poor, ugly one sooner or later go to the waste-paper baler.

There is no use in perpetuating the silly myth that poorly printed catalogs are chucked into the waste basket and well printed ones cherished forever.

The distinction is much finer than that. There is the good-looking booklet that you just hate to throw away—and don't for several hours or weeks. Even before you do get rid of it, you feel in duty bound to read it.

And sometimes a very poorly printed booklet or catalog is so sensibly written that it is saved in spite of its unattractiveness.

The difference between printing done on Warren's Standard Printing Papers and other printing is not conspicuously apparent. Generally the results are:

A little time saved in the press-room owing to the easier handling of the standard quality paper, and a little expense saved for the same reason

A better reproduction of prized drawings and photographs
A little more legibility of type
A little better folding and binding "performance"

And, as mentioned above, a little longer average life before being laid aside or thrown away.

Always some of these things, sometimes all of these things, you get when you use a Warren Standard Printing Paper. About the only advantage you lose is the doubtful one of driving a sharp bargain with a printer whose help and co-operation can be of value to you.

Examples of the kind of printing any good printer or any buyer of printing may legitimately expect if a Warren Standard Printing Paper is used may be secured by writing us, or by consulting Warren's Paper Buyer's Guide, or the Warren Service Library. These books can be seen in all the public libraries of our larger cities. They are also in the offices of catalog printers and the merchants who sell Warren's Standard Printing Papers.

S. D. WARREN COMPANY, BOSTON, MASS.



Printing Papers
O

The Howard Paper Company

URBANA, OHIO

HOME OF

HOWARD BOND

WATERMARKED

THE PAPER THAT STANDS THE TEST
OF ALL STATIONERY REQUIREMENTS

—

Tear it! Compare it! Test it!

and you will

Specify it!

—

NEW YORK OFFICE
280 BROADWAY

CHICAGO OFFICE
CONTINENTAL & COMMERCIAL BANK BLDG.

Manufacturers
of Printing
Machinery
and Supplies

Sell in Great Britain!

This long-established printers' supply house, maintaining extensive showrooms and operating an efficient selling organization, seeks the agencies for American-made machinery, equipment and supplies essential or advantageous to the printing, box-making, and allied trades.

We Can Guarantee Excellent Business For Good Products

British printers, handicapped for over four years by the restrictions forced by the war, anxiously await the opportunity to install items of American-made equipment of recognized merit.

As one of their leading engineers, supply houses, and manufacturers of printers' rollers and printing-inks, we are daily asked to fill the gap between them and the American manufacturer.

In addition to our facilities for handling

agencies in a profitable and satisfactory manner, as outlined above, we can offer manufacturers the advantages of our good-will, developed by years of careful and conscientious service in behalf of our trade.

An association with this reliable house, therefore, should prove an asset for any manufacturer. Let us know what you have; we will give you our opinion of the possibilities for building up a trade with it in Great Britain.

WALKER BROS.

(Usher-Walker, Ltd.)

Engineers and Dealers in Machinery and Sundries
for the Printing, Box-Making and Allied Trades

Main Offices and Showrooms, 33 Bouverie
St., Fleet St., London (E. C. 4), England



Standardized for Safety

A life-and-death emergency taught us how to build "the bridge to France" by standardizing every unit from keel to funnel. And the war was won. The emergencies of Reconstruction have taught the lesson of building business by standardizing every possible unit of paper on the

BASIC LINE

MADE IN U.S.A.

Basic Bond for business correspondence; Basic Ledger for accounting, Basic Safety for financial transactions; Basic Text for deckle edge brochures; and Basic Covers for every purpose requiring up-standing covers at rock-bottom prices.

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DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES—Birmingham, Columbus, Ohio, Richmond, Virginia.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, Milwaukee, Washington, D. C.



Pressroom Profits

are derived from the money saved as well as from the money made in the operation of the presses. Whether type presses or offset, no presses built produce more work or better work than

The PREMIER

TWO-REVOLUTION 4-ROLLER PRESS

The WHITLOCK PONY

TWO-REVOLUTION 2-ROLLER PRESS

The POTTER OFFSET

The POTTER TIN PRINTING PRESS

Every mechanical device that makes for the production of work of the finest quality in the greatest quantity at the lowest operative cost is incorporated in these presses.

Every printer should know about them

PREMIER & POTTER PRINTING PRESS CO., Inc.

SUCCEEDING THE WHITLOCK AND POTTER COMPANIES

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CHICAGO: 506 FISHER BLDG., 343 S. Dearborn Street

BOSTON: 720 RICE BLDG., 10 High Street

PITTSBURGH: 1337 OLIVER BLDG., Smithfield and Oliver Streets

ATLANTA, GA.: MESSRS. J. H. SCHROETER & BRO., 133 Central Avenue

SAN FRANCISCO, CAL.: SHATTUCK & BICKFORD, INC., 345 Battery Street

CANADA WEST

Messrs. Manton Bros.

105 Elizabeth St., Toronto, Ont.

CANADA EAST

Geo. M. Stewart, Esq.

92 McGill St., Montreal, P. Q.

MARITIME PROVINCES

Printers' Supplies, Ltd.

27 Bedford Row, Halifax, N. S.

Reliability Is a Natural Quality of

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



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CLEVELAND.....	The Paper Mills' Company
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DETROIT.....	The Union Paper & Twine Company
HARRISBURG.....	Pratt Paper Company
KANSAS CITY.....	Donaldson Paper Company
LOS ANGELES.....	Benedict Paper Company
LOUISVILLE.....	Blake, Moffitt & Towne
MANILA, P. I.....	The Rowland Company, Inc.
MILWAUKEE.....	The J. P. Heilbronn Company
MINNEAPOLIS.....	The E. A. Bouer Company
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NEWARK.....	Minneapolis Paper Company
NEW HAVEN.....	Clements Paper Company
NEW YORK.....	J. E. Linde Paper Company
NORFOLK.....	J. E. Linde Paper Company
OMAHA.....	The A. Storrs & Bement Company
PHILADELPHIA.....	Riegel & Company, Inc.
PITTSBURGH.....	R. P. Andrews Paper Company, Inc., of Va.
PORTLAND, ME.....	Carpenter Paper Company
PORTLAND, ORE.....	C. H. Robinson Company
RICHMOND.....	Blake, McFall Company
SALT LAKE CITY.....	Virginia Paper Company
SAN FRANCISCO.....	Carpenter Paper Company of Utah
SEATTLE.....	Beacon Paper Company
SPokane.....	Blake, Moffitt & Towne
SPRINGFIELD, MASS.....	American Paper Company
ST. LOUIS.....	Spokane Paper and Stationery Company
ST. PAUL.....	The Paper House of N. E.
TACOMA.....	Beacon Paper Company
WASHINGTON.....	E. J. Stilwell Paper Company
WINNIPEG, MANITOBA, CANADA.....	Tacoma Paper and Stationery Company
EXPORT.....	R. P. Andrews Paper Company
ENVELOPES.....	The Barkwell Paper Company
	A. M. Capen's Sons, Inc., New York
	W. C. Powers Company, Ltd., London, England
	United States Envelope Company, Springfield, Mass.

WHEN you select a bond paper, you want one you *know* to be of good, honest quality—and one whose quality will be the same every time you order it. Experience has taught you the value of uniformity.

With SYSTEMS BOND, the chance for variation is reduced to the limit. The Eastern Manufacturing Company conducts every step of manufacture from sorting the rags and cutting the logs to packing the finished paper. This not only insures uniformity, but makes possible the production of a rag-content, loft-dried paper at a reasonable price.

A request to any of the distributors or to us will bring you samples.

EASTERN MANUFACTURING COMPANY

General Sales Offices: 501 FIFTH AVENUE, NEW YORK

Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO



The Watermark of Excellence

AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

William Green endorses campaign

The President of the U. T. A. thanks American Writing Paper Company for leading the way in putting the specification of paper up to the Printer

Also acknowledges value of stimulating more cordial relations with customers

FOLLOWING are extracts from a speech of Mr. William Green before the Master Printers of the New York Employing Printers' Association.

"I want to take this opportunity to publicly thank the American Writing Paper Company for its attitude towards the U. T. A. and its fearlessness in making that attitude known. The members of the U. T. A. have experienced a great change in their own feelings during the last three years, and that feeling has been growing. We do not think quite as little of ourselves as we did even two years ago.

The Printer buys the paper

"We are the ones who buy paper, and we know it. We know it a great deal better now than we did a few years ago, and we are very glad, too, that the American Writing Paper Company is the first to be bold enough and square enough to get up and say that it is a fact. Since they have done

it, there have been others who have begun to climb on the band-wagon. You have seen their advertisements, and there will be more of them as time goes on.

"I cannot thank enough President Galliver and the Company he represents for what they have done, not only for the Printers of New York, but for the Printers of the United States. We discovered a year or two ago what a difference we could make by a suggestion. We made some suggestions as to the manufacture and size of cover papers, and those suggestions stuck.

U. T. A. Printers want standardization

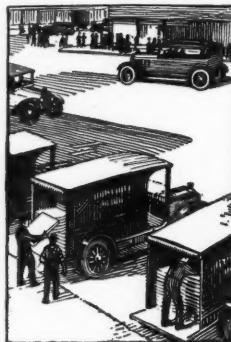
"Later on we hope to get together, not only with the manufacturers of paper, but with the manufacturers of machinery, and see if we cannot do something that will standardize the sizes and weights and grades of paper, and the sizes of machinery, so that there may not be so much waste as there now is in manufacturing and distributing in the printing business. We can do it if we get the co-operation of the mills and the jobbers, and I think it is fast coming to us. I hope that in a year or two we can say this has been accomplished."

AMERICAN WRITING PAPER COMPANY
Holyoke, Mass.



PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES



The economic position of the paper merchant in the printing industry

Report No. 5, of a series on the present-day relationship between Paper Merchant, Paper Mill, Printer and Buyer

SINCE the beginning of this series of advertisements outlining more clearly the right relationship between Printer,* Paper Merchant and Mill, there have been a great number of comments by prominent Paper Merchants themselves. We think it will be interesting at this point in the series to reproduce some of these comments as showing the co-operative attitude of representative Paper Merchants toward the Printer. You will notice the attitude of service that every letter shows.

A Rochester Merchant

"We think the series on the economic position of the paper merchant is one of the best things we have ever seen, for it links the manufacturer with the printer and consumer through the paper merchant as distributor. We feel that anything you can do to bring about closer relations between manufacturer, dealer, printer and consumer will be of great benefit to the paper industry.

"We are very much interested in having copies of your future advertisements along this line and trust that you will put our company on your mailing list for at least twenty-five copies of them."

Another letter from a New York State Merchant

"We certainly appreciate what you are doing for the paper trade as a whole.

"There has been so much nonsense about the position of the middleman that a clear, concise statement of just what the paper merchant is, is something that every printer ought to have presented to him.



AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

“The Butterick Publishing Co. have appreciated that the normal economic course of distribution of merchandise is from the manufacturer to the wholesaler to the retailer to the consumer, and about three years ago eliminated all mail order house advertising and chain store advertising to support their contention.

“The writer personally believes that the paper merchant stands in an even more important position to the distribution of paper than the wholesaler of other lines such as groceries for instance, for almost everything that the paper merchant's customer requires is for a particular job and not just one grade and size of paper which he can put on his shelf to be sold out, such as groceries.

“Education of this sort is bound to reap beneficial results, and again let us express our hearty appreciation of the good work you are doing in this form of advertising.”

From New England

“We wish to commend you on the quality of this work. It puts forward in a very clear and intelligent way the position of the paper merchant in the community. Advertising of this sort should make for better relationship between the buyer and seller.

“Until the printer realizes that the paper merchant is the proper source to go to for his purchases rather than to the mill, the bad fault of the merchant selling direct to the consumer of paper cannot be eliminated.

“We consider this work a very forward step and are sure it will redound to the credit of the paper merchant as well as to that of the American Writing Paper Co.”

Endorsement of a Baltimore firm

“We can only repeat we are mighty glad that you are taking this attitude and sincerely hope it will prove to the mutual advantage of both the jobber and the American Writing Paper Co.”

Paper Merchant an economy

“We cannot speak too highly with regard to the merits of the campaign you are running in the printing trade papers outlining the economic position of the paper merchant in the printing industry. It brings out the facts in a clear, simple and concise manner, and the points brought out are just what the printer needs to get him away from the idea that the paper merchant is an additional expense to his business instead of a direct saving.

“We feel satisfied that a great deal of good will come out of it and there is no doubt but what manufacturers, printers and jobbers will be greatly benefitted by the increased volume of business which we feel sure will follow.”

A suggestion to Printers

To all Printers the American Writing Paper Company makes the following suggestions:

Work with your Paper Merchant.

Select your Paper Merchant on a basis of *service*, and then maintain a permanent business relationship with him.

AMERICAN WRITING PAPER COMPANY
Holyoke, Mass.

*Note: In general where we use the term “Printer” in this announcement, it refers not only to the commercial printer, but also to the offset printer, the lithographer, the engraver and the stationer.



*The Watermark
of Excellence*

PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

Illustration from full page newspaper advertisement of the American Writing Paper Company putting the specification of the paper up to the Printer



Airpost Bond Chevron Bond Acceptance Bond

Three papers that Printers are now specifying more often

THE Printer today, as we are pointing out in our full page advertisements in the newspapers, is the creative force in the Printing Industry, the man who should specify the paper to be used for every job he does. To do this, however, he must know the facts about the paper he buys.

Inspection of raw materials, standardization of processes, testing of the product at every stage of manufacture, savings in costs

passed on to the consumer in better values — these are the things that the modern paper mill must offer the Printer.



This is the aim of the new Scientific Research Laboratory of the American Writing Paper Company—to give the Printer a scientific basis for judging paper.

Airpost, Chevron and Acceptance Bonds are three papers that have been standardized and perfected in this way. They are all especially recommended for business stationery, for circular letters describing high-grade merchandise and service, for office forms requiring much handling.

Following are the weights and sizes:

17 x 22—16, 20 and 24 pounds
22 x 34—32, 40 and 48 pounds

AMERICAN WRITING PAPER CO.
Holyoke, Mass.

Eagle A Bond Papers

Coupon
Hurlbut Bank
Archive
Agawam
Government
Old Hempstead
Persian
Roman
Hickory
Contract
Rival
Japan
Spartan
Wisconsin
Bankers
Indenture
Standard
Vendome
Debenture
Security Trust
Assurance
Victory
AIRPOST
CHEVRON
Gloria
Quality
Revenue
Derby
ACCEPTANCE
Norman
Vigilant
Option
Freedom

AMERICAN WRITING PAPER COMPANY

EAGLE A PAPERS:—BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

Red Letter Days in Printing History

—September 13

14

15

THESE are the dates of the Typothetæ 34th Annual Convention at St. Louis.

Three intensely absorbing subjects will afford a program of prodigious value to printers — the industrial situation, the paper problem and the Typothetæ organization.

Keenly interesting reports of phenomenal Typothetæ growth will be presented — with plans for the future and suggestions as to how members can make their membership pay a manifold profit on their dues.

The industrial situation will be frankly discussed. Because action by this deliberative body is bound to affect the industry for years to come, you owe it to your own business to be present.

The paper situation is recognized for its importance, and speakers of authority will bring a message of tremendous value in planning your future printing operations over many months to come. Supplementing the program will be attractive printing, advertising and educational exhibits.

Every printer, even though not a member of Typothetæ, is cordially invited to attend, but reservations should be made quickly — headquarters hotel, the Statler. The largest attendance a U. T. A. Convention ever recorded should be registered at St. Louis.



To Be Held at St. Louis
Sept. 13, 14 and 15
At the Hotel Statler

Make your own room reservations direct

You Never Have to do This



with JONES non-curling gummed paper

PULLING sticking sheets apart is unheard of if the sheets are Jones'.

No matter what the climatic conditions may be, Jones Non-Curling Gummed Stock never cakes.

And for a fine printing surface and freedom from annoyance of curling sheets, you cannot equal Jones'.

Be sure to specify Jones' on your next gummed paper order.

Jones Gummed Paper— it's Non Curling Leaders Since 1810

SAMUEL JONES & CO.
NEWARK, N. J.

The Typography of Advertisements

5
TREZISE

\$2 Value for \$1~~00~~

A valuable book for advertisement compositors and all those interested in effective advertisement display. This book shows the application of the principles governing the selection of the best type faces and their arrangement to make "attention-getting" and readable advertisements. One of the recognized authorities in its field. Hundreds of copies already in use by printers and advertising men.

The regular edition sells for \$2 plus postage. The edition we are offering at the special price of \$1, post paid, contains the same matter as the regular edition, the only difference being that it is printed in one color and is bound in paper covers. Over 130 pages, size 5 x 7, and more than 60 illustrations.

Only a few copies left

They won't last long at this price. Sign the coupon below, tear off and pin to a dollar bill. The book will be sent to you, post paid, by return parcel post. Order today before they are all gone.

THE INLAND PRINTER CO.

Book Dept., 632 Sherman St., Chicago:

Here's my dollar—send the special paper-bound edition of "The Typography of Advertisements" by parcel post, prepaid.

Name _____

Address _____

Check here if you want our latest catalogue of books on printing.



Halftone Inks—

that bring out all the beauty and detail of the halftone plates.

Try American Inks and let your pressman be the judge.

KINZIE HALFTONE \$1.00
OAKLEY HALFTONE 50¢

American Printing Ink Co.

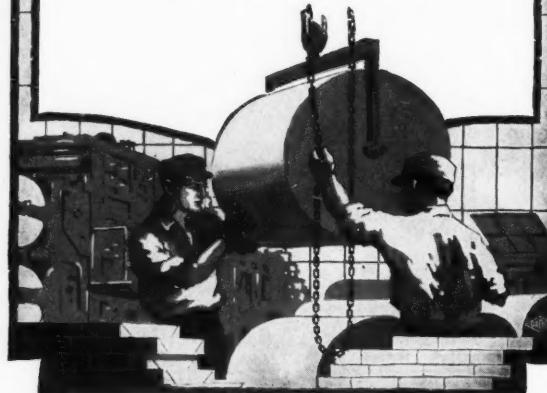
Office and Factory:
2314 to 2324 W. Kinzie St., CHICAGO, ILLINOIS

STOCK

Whether news, machine finished, coated, light, medium or heavy—it's hard to get. But we are so accustomed to solving difficult problems, our customers say we usually succeed.

Having trouble getting what you want? Let us help you.
Call, write, or phone.

C. B. HEWITT & BROS., Inc.
16-24 Ferry St., New York City





In selecting stock for your gummed label work you should note the distinctive qualities of Nashua Indian Brand Gummed Paper. It does not curl in the press or stick before it has been properly moistened.

Indian Brand Gummed Paper is manufactured from the highest grade of materials and possesses superior printing qualities. The surface is unsurpassed for color work. Packed in moisture-proof packages.

Send for samples, stating the nature of the work contemplated.

Nashua Gummed & Coated Paper Co.
NASHUA, NEW HAMPSHIRE

You're selling Money!

Checks are *money*, not *stationery*.

Get your customer to look at it that way, and he'll be willing to pay the right price for safe checks.

Instead of selling him plain-paper checks which are easily altered, show him why it pays to get *safe* checks which cannot be altered without detection — checks on National Safety Paper.

Write for samples.

George LaMonte & Son
61 Broadway New York

BYRON WESTON CO. LEDGER PAPER

THE LEDGER PAPER YOUR BUSINESS NEEDS

Famous Byron Weston Products

- Byron Weston Record Paper** Highest grade ledger
- Waverly Ledger Paper** Popular priced ledger
- Flexo Ledger Paper** Hinged for loose leaf
- Typocount Ledger Paper** For machine bookkeeping
- Defiance Bond Paper** High-grade documents and correspondence

Check the items in which you are interested and we will send you sectional sample books.

BYRON WESTON COMPANY
DALTON, MASSACHUSETTS

REVOLVATOR
REG. U. S. PAT. OFF.

Discover Storage Space that never existed before

It builds the piles to the ceiling—takes the place of a gang of heaving, swearing, sweating "box boosters"—does twice the work in half the time and extends storage facilities 100 per cent.

One man can take a Revolvator any place, throw on a load, swing the revolving platform toward the pile, turn the crane, raise the load and slide it off. Barrels, bales, boxes, bundles or anything to be piled are stacked higher by a Revolvator, in less time, with less labor.

Bulletin I-42 will tell you more about it.

REVOLVATOR COMPANY
Sales Agents for N. Y. Revolving Portable Elevator Co.
313 GARFIELD AVE., JERSEY CITY, N. J.



A PRINTER KNOWS

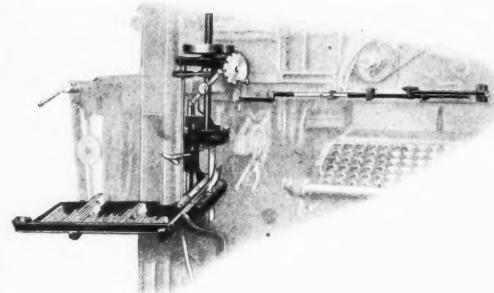
A printer knows that no job can be better than the plates from which it is printed—that plates can be no better than the craftsmanship that is put into them.

It is a significant fact that most printers who use Crescent Plates keep coming back for more. In them they find that tone-yielding quality and that inherent craftsmanship that go hand in hand with good printing.

We would like to tell you about Crescent Service—a complete service for designing, copy-writing, engraving and electrotyping.

CRESCENT ENGRAVING CO.

Kalamazoo, Michigan



THE MOHR LINO-SAW

cuts slugs as they are ejected from the mold of the Linotype or Intertype to any desired length. It is a great time and labor saver.

MAY WE TELL YOU ABOUT IT?

MOHR LINO-SAW CO.
513-515 West Monroe Street, Chicago

ADVANCE
WERT

Electric Glue Heaters



Do you know
you can heat
your glue with
ELECTRICITY
cheaper than
with gas or
steam?

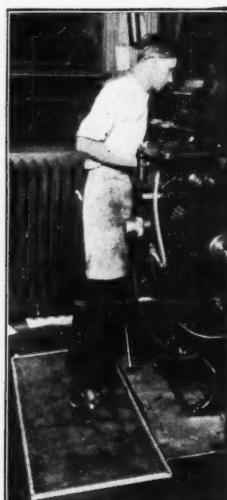
Let us tell you about our complete line
which most large binders are using and
find a profitable investment.

Complete information on request to

The Advance Machinery Co.
VAN WERT, OHIO

Carey
EZOLA TREADS
AND MATS

*—mean safety and
efficiency*



Ezola provides a good grip for the feet, it means no accidents from slipping. It provides a springy, restful standing place. It is water-proof, cold-proof, absorbs vibration, and is a non-conductor of and insulation against electricity.

Consequently it protects employer and workman against the consequences of much sickness, lost time, fatigue, and accident. Workers everywhere like it.

For particulars write

The Philip Carey Co.
516-536 Wayne Ave.
Lockland, Cincinnati, Ohio

Curtis Publishing Co. Chose The Monitor System

When master printers, such as the Curtis Company, Crowell Publishing Company, the New York American, New Orleans Picayune, Philadelphia Public Ledger and many large job plants invest in the same kind of equipment there's a reason. When they installed the Monitor System of speed control there were several reasons:

Instantaneous Control Precision
Simplicity Safety Economy

"Just Press a Button"

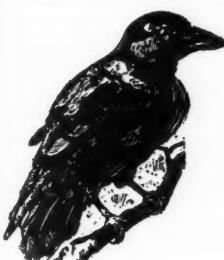
For the big sextuple rotary or the smallest job press, A. C. or D. C., there is a Monitor automatic control which just suits. Let us help you select the proper type for your plant. Ask for details.

Monitor Controller Company

New York
Chicago
Buffalo
Detroit
Pittsburgh

Boston
Philadelphia
Cincinnati
St. Louis
Minneapolis

Baltimore, Md.

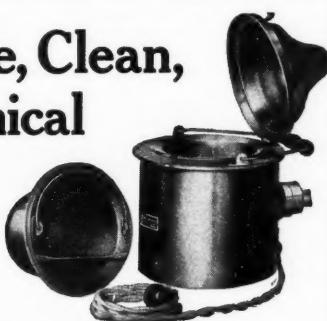


Raven Black

A jet BLACK INK, suitable for the highest class of printing. Does away with offset.

CHARLES HELLMUTH, INC.
New York Chicago

Portable, Clean,
Economical
and
Safe



"INTERNATIONAL" Electric Glue Heaters

Fireless cooker principle conserves and utilizes every bit of heat generated. Holds glue at correct working temperatures without guesswork. Average cost of operation about one cent per day. Keeps glue at correct temperature for greatest tensile strength. Properly glued joints never fail. This heater has a place in every shop and factory. Sizes, one pint to 50 gallons. Heavy spun copper construction. No seams or soldered joints. Three heats. No water bath. Clean, safe, economical. Portable. Fits any lamp socket. Used by prominent concerns everywhere.

INTERNATIONAL ELECTRIC COMPANY
MANUFACTURERS
ELECTRICAL HEATING APPLIANCES
INDIANAPOLIS, U. S. A.

"International Electric Heaters Are the Best"

Write for folder,
"EFFICIENT GLUE
HANDLING"

Save Hours of Production Time in Every Mechanical Department and Improve the Quality of Your Product by Installing

The PREMIER LINE-UP and REGISTER TABLE

(Patented June 15, 1920)

THE Premier Table will free the stones of line-up work and save hours of time for stonemen; it will practically eliminate press-waiting time in the shifting of forms for position and register, and while running will insure that correct position and register are maintained; it will save the bindery man hours of time—he sets his folding machines for the first signature on a job and all other signatures which follow will feed to the same identical folding machine guides.

The printing plant without a Premier Register and Line-up Table is not earning its full measure of profits. Write us for complete information.



Standard size for sheets up to 51 x 40.
Larger sizes to order.

PREMIER REGISTER TABLE CO.
107 West Canton Street BOSTON 18, MASS.

It is with great pleasure that I enclose check in full for advertisement published in the June Inland Printer.

At the end of the first week in June I received one inquiry, and from then on I have received usually from three to seven letters a day in reply to the advertisement. Some of these letters contained orders and more than enough money has already been received to pay for the advertisement. Orders are already on hand or immediately forthcoming to yield a substantial profit on the deal. Furthermore I received five inquiries and one order in today's mail.

I questioned at first whether the results would be so noticeable, but I am no longer in doubt. My main ambition now is to run an insert showing samples of the work done by the device.

Enclosed is copy for another quarter page advertisement to appear in the August issue. I did not dare to advertise in July, as I was sold out. My new stock will be ready for delivery this week.

Yours very truly,
(Name on request.)

-no longer in doubt

THIS advertiser was skeptical when he commenced advertising in THE INLAND PRINTER. After a thorough trial he is convinced that this is the best medium for reaching the buyers in the printing field. Read extracts from his letter (unsolicited) reproduced above.

If you are selling to printers, your advertisement in THE INLAND PRINTER will reach the most progressive proprietors, managers, superintendents and foremen. They are the men who are on the alert for the best materials, devices and machinery for their plants.

Present circulation is over 11,000 net paid, 64 per cent of which is among the executives in the printing business—the actual buyers—the very men you want to reach. Begin now to plan your fall campaign. Why not write today for some interesting particulars regarding INLAND PRINTER advertising? An inquiry implies no obligation.

THE INLAND PRINTER

Attention
Eldon H. Gleason
Adv. Mgr.
632 Sherman Street
Chicago

Eastern Advertising Office, 41 Park Row, New York City

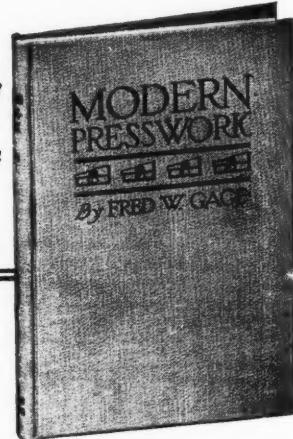
FOR SALE

Complete Printing
Plant valued at
\$500,000.00. Estab-
lished over 50 years.
Incorporated. One
of the largest plants
in Pennsylvania.

REASON FOR SELLING— TO SETTLE AN ESTATE.

Address
Post Office Box 1325, Pittsburgh, Pa.

*A
Handbook
for
Pressmen*



138 pages.
Size, 5 1/2 x 7 1/2.
Cloth.
Price, \$2.
Postage,
10c extra.

A COMPLETE working manual wherein the pressmen will find genuine aid in their efforts toward perfecting themselves in their chosen vocation. New methods are clearly described, particular attention being given to the proper care and use of machinery and apparatus in the pressroom.

CONTENTS: Putting the Press in Condition; Adjusting Bed Movement; Cylinder Adjustments; Register Rack and Segment; Grippers; Side and End Guides; Setting the Rollers; Putting the Form to Press; Making Ready; Underlaying; Overlaying; Marking Out; Vignetted Half-tones; Ready to Run; During the Run; Quick Make-ready; Composition Rollers; Close Register Work; Colorwork; Papers and Inks; Electricity and How to Eliminate It; Pressroom System; The Pressman; The Feeder; A Few Don'ts.

THE INLAND PRINTER CO.
(Book Dept.)
632 Sherman St., Chicago, Ill.

BARRETT GUMMED SEALS



Barrett Gummed Seals are made of non-curling fish gummed stock of fast colors, especially prepared for this purpose. Carried in stock in

BLUE--RED--GREEN--GOLD

Shipped immediately in any quantity and shape desired. Packed in bulk only.

Write today for our price list.

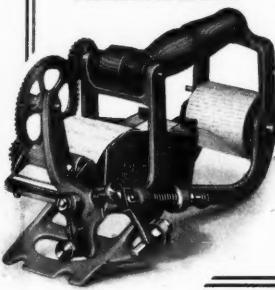
THE BARRETT BINDERY CO.

STATIONERY AND LOOSELEAF MANUFACTURERS
729 FEDERAL ST., CHICAGO

FREE—ASK FOR COLOR AND SHAPE CHART

Speed Up Your Mailing

with the New Wing Aluminum Mailer



THE Wing puts life and speed into your mailing department. Weighs only two pounds—therefore will not tire the operator. The frame is cast in one piece of aluminum, which means a machine that stands the wear.

Complete information from

Chauncey Wing's Sons
Greenfield, Mass.

A Magazine "somewhat different" from the other periodicals devoted to the graphic arts is

THE PRINTING ART

*Issued monthly by The University Press
Cambridge, Mass.*

You will find in every issue a wealth of valuable material available through no other single source. There are ideas and suggestions of help to the engraver, printer, artist, advertising man, and others in allied lines. Much of the work is supplied as exhibits, firms in all sections of this country and in foreign countries contributing. A "specimen exchange" would be a good description for THE PRINTING ART.

Subscription, \$4.00 per year; 40 cents per copy. Canadian, \$4.50 per year; 45 cents per copy. Foreign, \$6.00 per year; 60 cents per copy.

Write for full details

THE PRINTING ART
CAMBRIDGE, MASS.

Super-Crash for Bookbinders

SCHWAB & WOLF
41 White St. New York

Stop Leaks in Your Profits!

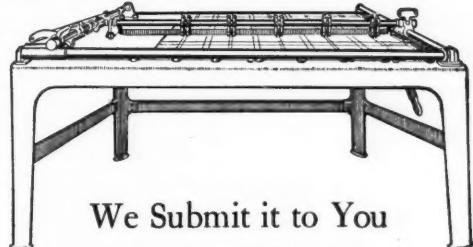
Noe-Equel

The National Cleaner and Type Wash

A powerful cleaner, harmless to rollers, material and the hands. Will save you time in washing up your rollers and forms, on and off the press. Toughens and cools the outer surface of the rollers and prevents sweating.

Ask your dealer, or write

PRINT-AID COMPANY, Dayton, Ohio



We Submit it to You

Isn't a Man a Time Waster

If he persists in lining up strike sheets by hand?

If you are in doubt ask any purchaser of

The Hancock Perfecting Lineup Machine

Keep your eyes and mind open.

OUR GUARANTEE

These machines are sold under our positive guarantee against imperfections in the material and workmanship. That they will line up strike sheets accurately and in less time than they can be lined up by hand.

The Hancock Perfecting Lineup Machine Co.
Lynn, Massachusetts



WHEN an advertising manager or other user of printed publicity wishes to get something extraordinarily fine in the way of a catalog or booklet, the first choice is a leather cover. But leather covers are too expensive. Levant, the cover paper simulating leather, offers a compromise between the prohibitive cost of real leather and any ordinary cover stock.

Levant Cover Paper is made in a light and heavy weight — allowing for binding in pamphlet form, over board covers. Levant Cover Paper is so expressive of richness and quality that only the simplest printing is needed to complete a beautiful cover.

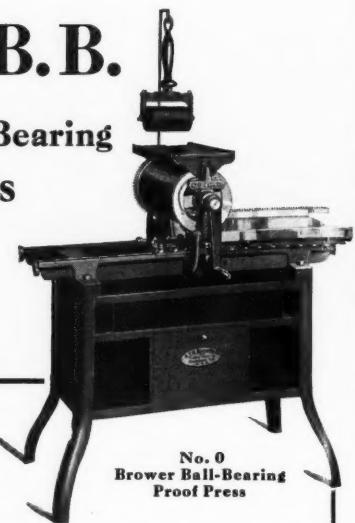
Send for Levant Sample Book. Also ask for XTRA, Dexter's unusual house-organ.

C. H. DEXTER & SONS, Inc.
Windsor Locks, Connecticut

A New B.B.B.

Brower Ball-Bearing Proof Press

No. 0
Bed, 14" x 20"



PRINTERS who have examined the **NEW No. 0 Brower Ball-Bearing Proof Press** are

enthusiastic in their praises. Built with all the care and precision which characterize the well-known No. 2 Brower, this machine is designed for one-color commercial printing, and will easily handle fully 90 per cent of the proofing in the average plant. Will take all galleys and forms up to and including 12" x 18". Medium size; takes up little floor space.

Why not write for information? No obligation.

A. T. H. BROWER COMPANY
223 West Schiller Street, Chicago, Ill.
S. COOKE PROPRIETARY, Lmt'd, Sole Agents for Australia.

Make Your Motors Earn More

Don't allow your motors to hold up production in your shop. If they run slower than is necessary for good work your production is lower than it should be, and you are losing money.

PUSH-BUTTON CONTROL MOTORS

can be regulated to just the proper speed required for your work. They will keep your presses at their highest efficiency — all the speed you want when you want it.

Illustrated folder, giving prices, free on request.

Northwestern Electric Co.

408-416 South Hoyne Ave., Chicago, U. S. A.

KANSAS CITY, MO., 1024 Grand Ave. MONTREAL, QUE., 401 New Birks Bldg.
PITTSBURGH, PA., 710 Liberty Ave. MINNEAPOLIS, 8 N. Sixth St.
SEATTLE, WASH., 524 First Ave., S. TORONTO, 308 Tyrell Bldg., 95 King St.



512 SHERMAN ST.

CHICAGO



AMERICAN MODELS 30 & 31 WORLD-STANDARD TYPE-HIGH NUMBERING MACHINES

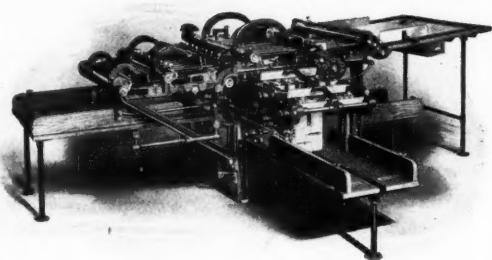
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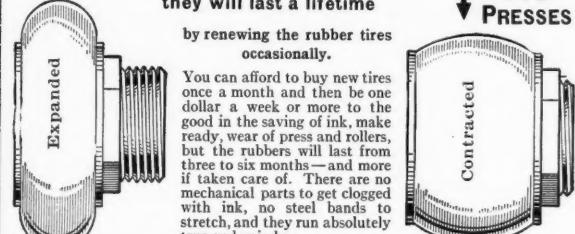
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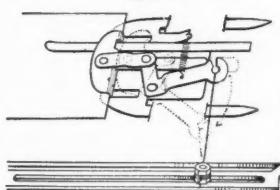
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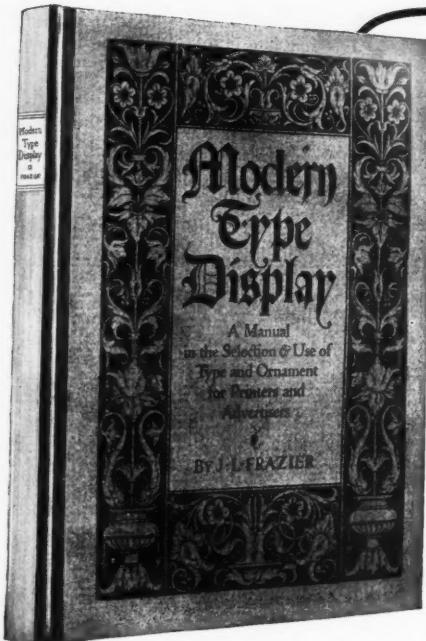
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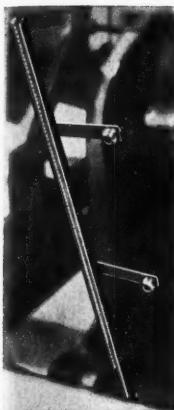
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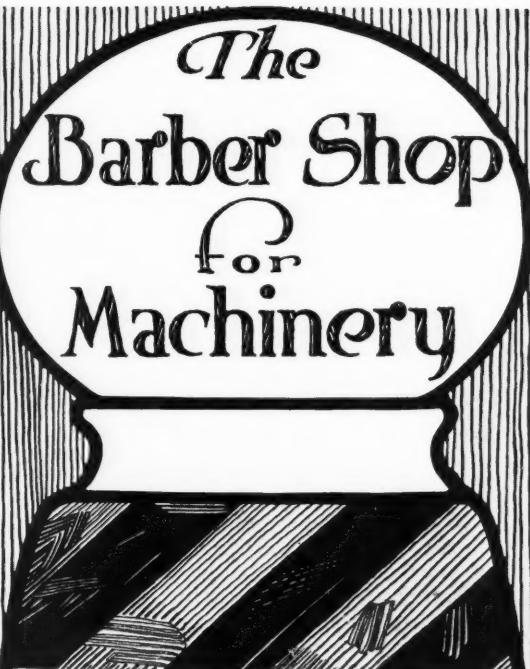


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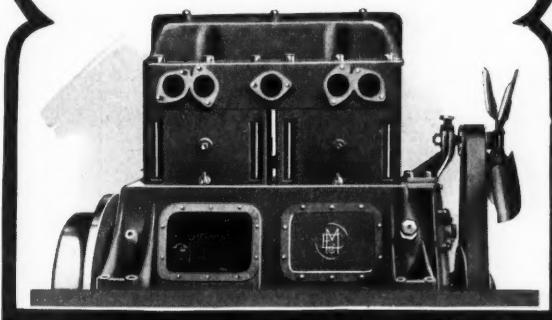
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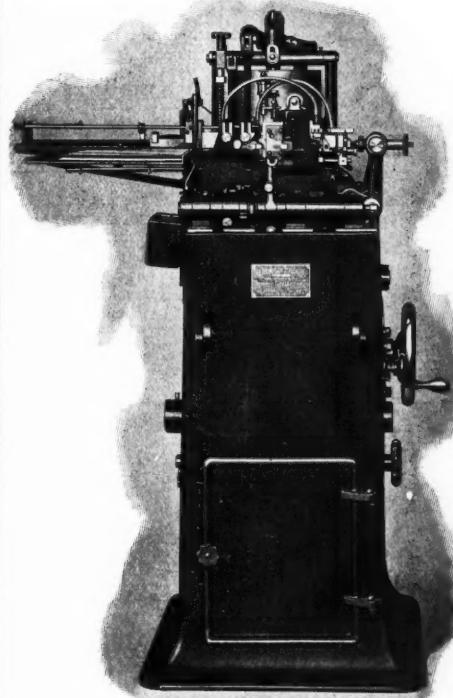
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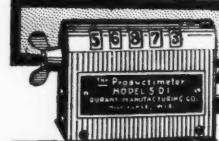
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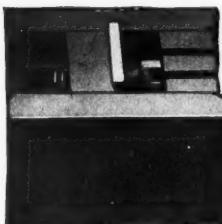
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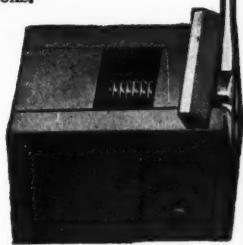


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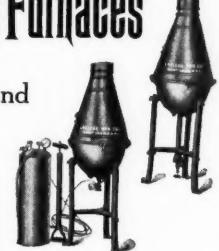
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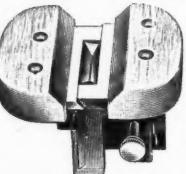
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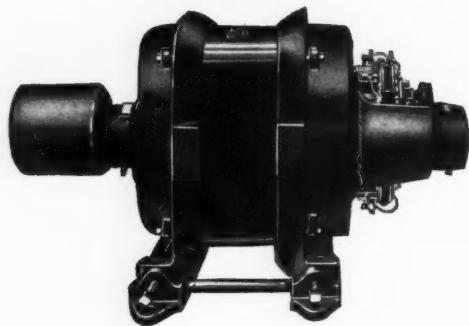
AMERICAN WOOD TYPE CO.
302 McDougal St., Brooklyn, N.Y.

TABLE OF CONTENTS

AUGUST, 1920.

PAGE	PAGE	PAGE
Action That Deserves Commendation, An.. 602	ILLUSTRATIONS:	PRINTER'S PUBLICITY — <i>Continued</i> :
Bennett's, John H., Inventions in Halftone Photography (Illustrated) 618	Cover Design of Booklet Issued by Indiana Chemical and Manufacturing Company 640	Medbury-Ward Company 621
BOOK REVIEW:	Employees of Miehle Company at Patriotic Exercises 638	National Printing Company 621
Der Deutsche Buchdruckerverein..... 615	Letterheads for Salesmen, Two Special.. 620	Rochester Bureau of Printing..... 622
Effective House-Organs 616	"Modern Type Display" 615	Some House-Organ Sales Ideas..... 623
New Book on Printing — "Modern Type Display" 615	Offices and Factory of the International Tag Company 638	Vacation Reminder, A 623
New Geography — Book One 616	Pilgrim Printers, Landing of the..... 606	PROCESS ENGRAVING:
Printing Trades Blue Book — Illinois Edition — 1920 616	Printing in 1820..... 639	Calcium Chlorid in Collodion 618
Cincinnati Printers Incorporate..... 637	Printing in 1920..... 639	Engraving Brass and Copper Name Plates 617
COLLECTANEA TYPOGRAPHICA:	The "Printasign" 640	Excellent Ground Glass Varnish, An..... 618
Book to Buy, A — II..... 605	Volume Containing Testimonial Letters, Presented to Mr. Benedict..... 608	Leave It to the Engraver..... 617
Disappearance of the Long S..... 605	Incidents in Foreign Graphic Circles..... 604	Photographic Emulsions 617
Duty Neglected, A 605	International Tag Company, New Home for. 638	Photoplanoigraphy by Photoengraver..... 617
Later Letters of Our Alphabet..... 606	JOB COMPOSITION:	Prices of Photoengravers' Necessities 1914-1920 618
CONTRIBUTED:	The Value of Comparison..... 609	Three Color Ink in Practice and in Theory 617
Direct Advertising Service, Printers and. 595	John Smith's Bookkeeping, No. 8..... 613	Profit in Printing, The..... 618
English in the United States..... 624	Lithographers Start Fund for Education.. 638	PROOFROOM:
"George Did It." Being a Testimonial in Honor of George H. Benedict..... 608	MACHINE COMPOSITION:	Accents 625
John H. Bennett's Inventions in Halftone Photography (Illustrated) 618	Cause of Damaged Face on Slug Still Obscure 607	Inclose and Inclosure Are All Right.... 625
John Smith's Bookkeeping, No. 8..... 613	How to Find Cause of Matrices Not Dropping 607	Question of Possessives, A..... 625
New Field for Printers, A (Illustrated) .. 620	Metal Accumulates on Pot Mouthpiece.... 607	Punctuation Marks, Shall We Eliminate?.. 601
"Old Man's" Efficiency Man, The..... 593	Turning on Heat Full Blast Often Causes Crucibles to Crack..... 607	Saving Time Running Around Initial Letters on the Machine..... 611
Saving Time Running Around Initial Letters on the Machine..... 611	Miehle Company Training Employees for Citizenship 638	Selling by Keeping Still 596
Selling by Keeping Still..... 596	Nelson, C. R. & W. A., in Temporary Home. 637	Small-Ad. Jungle, In the..... 599
Selling from a Price List..... 626	NEWSPAPER WORK:	Solution of the Printers' Puzzle..... 616
Small-Ad. Jungle, In the..... 599	Narrow Column Paper Again, The..... 634	SPECIMEN REVIEW..... 629
Standardization in the Graphic Arts.... 598	Observations 635	Standardization in the Graphic Arts..... 598
CORRESPONDENCE:	Publishers Accepting New Rate Standard 633	Thompson, J. S., Visits Chicago..... 637
Letters We Appreciate 603	Review of Newspapers and Advertisements 635	Topeka Man Heads Stationers..... 637
When Is a Form O. K.? 603	To Invest, or to Work and Not Invest?.. 634	TRADE NOTES:
COST AND METHOD:	Why Editors Do Not Take Vacations.... 633	Cincinnati Printers Incorporate 637
Does the Layout Pay?..... 627	NEW YORK MASTER PRINTERS ON EDUCATIONAL TRIP..... 640	Cutting Costs in the Pressroom..... 640
Keeping Prices Down Despite High Wages 628	O'Donnell, Jay, Meets Buster Brown 637	Electrotypers to Meet in Menasha, Wisconsin 637
Putting New Blood Into the Business.. 627	"Old Man's" Efficiency Man, The..... 593	Francis, Charles, on World Tour..... 639
Why Does It Cost So Much?..... 628	PORTRAITS:	Hansen Employees Have a Day of Play.. 638
Cutting Costs in the Pressroom..... 640	Benedict, George H. 608	Hartman, W. J., Heads New Bank..... 637
Direct Advertising Service, Printers and.. 595	O'Donnell, Jay, and Buster Brown.... 637	Lithographers Start Fund for Education. 638
EDITORIAL:	PRESS CONGRESS MEET POSTPONED..... 637	Miehle Company Training Employees for Citizenship 638
Action That Deserves Commendation, An. 602	How to Secure Clean, Sharp Edges on Halftones 612	Nelson, C. R. & W. A., in Temporary Quarters 637
Editorial Notes 601	Improper Make Ready Spoils Job..... 612	New Home for International Tag Company 638
Financier's Point of View on Capital and Labor, A 601	Interesting and Valuable Booklet, An.. 612	New York Master Printers on Educational Trip 640
Shall We Eliminate Punctuation Marks?.. 601	Printing on Bond Paper..... 612	O'Donnell, Jay, Meets Buster Brown.... 637
Electrotypers to Meet in Menasha, Wisconsin .. 637	PRICE LIST, SELLING FROM A 626	Press Congress Meet Postponed 637
English in the United States..... 624	PRINTER'S PUBLICITY:	Thompson, J. S., Visits Chicago..... 637
Financier's Point of View on Capital and Labor, A 601	Ailing and Cory Company, The..... 622	Topeka Man Heads Stationers..... 637
Francis, Charles, on World Tour..... 639	Clark-Sprague Printing Company..... 623	Typewriter for Signs and Show Cards, A. 639
"George Did It." Being a Testimonial in Honor of George H. Benedict..... 608	House-Organ Versus Free Publicity..... 623	Typewriter to Discuss Labor and Paper.. 639
Hansen Employees Have a Day of Play.... 638	UNIQUE PRESS INSTALLED BY EXPRESS PRINTERY	Unique Press Installed by Express Printery 640
Hartman, W. J., Heads New Bank..... 637	VETERAN PRESS DESIGNER DIES..... 637	Veteran Press Designer Dies..... 637

Your Printing Press Throttle Under Your Foot



Just as an automobile foot throttle speeds up or slows down the engine by increasing or decreasing the amount of fuel supplied, so does the

KIMBLE Variable Speed Motor

change the speed of your press—by a foot "throttle" which cuts down or increases the electric current supplied to the motor. Any speed, from 500 impressions per hour up to the limit speed of the press, is instantly at your command — under your foot.

Think of the economy of such absolute control of press speed!

It enables you to run every job at *maximum effective impression* speed—reducing your spoilage and use of throw-off practically to zero.

And besides, the Kimble foot "throttle" *actually consumes only the current needed*, and does not waste the unused part of it in heating resistance coils—as do many other motor controls.

Let us show you the better work and less cost that Kimble power will bring to your shop. Write us for the names of Kimble users.

KIMBLE ELECTRIC Co.
635 North Western Avenue
CHICAGO

A piece of table-ware *may* be solid silver without the "sterling" stamp, the accepted "Hall Mark" of quality.

But you don't know.

A bank might be honest and efficient without Government inspection.

But you don't know.

A business concern may be absolutely responsible without a commercial rating.

But you don't know.

A publication may have the circulation it claims without verification by the Audit Bureau of Circulations.

*But you don't know
—better be sure.*

**The circulation of
The Inland Printer
is verified by the
A. B. C.**

“Ideal-ize”

In order to do this buy

Ideal Guaranteed Flat Gummed Papers

“Non-Curling” “Non-Caking”

“What more can we say?”



IDEAL COATED PAPER COMPANY

Mills and Main Office, BROOKFIELD, MASS.

NEW YORK

CINCINNATI

CHICAGO



PICTURES have always been the only language that persons of all nations and all ages could understand. A picture with a brief description is a better presentation of any article than pages of eloquence in type.

Every circular or catalog is intended to be a silent salesman. Like the man, it may be genteel and high grade—a real selling force, or by its inferiority, misrepresent the superior article it advertises.

Making pictures—CUTS—for all illustrating and advertising purposes—is our business.

Without enumerating the different kinds and grades of engravings, the point we wish to emphasize is, that we have unexcelled facilities and capacity for executing large or small orders for any style of cuts or plates for use on the printing press.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

701-721 South Dearborn Street,

CHICAGO

Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This advertisement is printed from a nickelsteel "GLOBETYPE."



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties, by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

INDEX TO ADVERTISEMENTS

PAGE	PAGE	PAGE			
Advance Machinery Co.	662	Famous Mfg. Co.	578	Murphy-Parker Co.	674
American Numbering Machine Co.	554, 667	Forest City Bookbinding Co.	674	Nashua Gummmed & Coated Paper Co.	661
American Printing Ink Co.	660	Fort-ified Mfg. Co.	645	National Blank Book Co.	576
American Steel Chase Co.	674	Fuchs & Lang Mfg. Co.	585	New Era Press.	674
American Type Founders Co.	584	Globe Engraving & Electrotype Co.	679	Northwestern Electric Co.	666
American Wood Type Co.	676	Goes Lithographing Co.	590	N. Y. Revolving Portable Elevator Co.	661
American Writing Paper Co.	654, 655, 656, 657, 658	Golding Mfg. Co.	587	Osterlind Printing Press Co.	645
Anderson, C. F., & Co.	667	Goss Printing Press Co.	554	Parker, Thomas & Tucker Paper Co.	671
Arbor Press.	590	Hacker Mfg. Co.	670	Penrose, A. W., & Co.	642
Ashby Printing Co.	664	Hamilton Mfg. Co.	563	Pitt, J. W.	676
Audit Bureau of Circulations.	678	Hammermill Paper Co.	646-647	Porte Publishing Co.	565
Automatic Printing Devices Co.	671	Hancock Perfecting Lineup Machine Co.	665	Premier & Potter Printing Press Co.	652
Babcock Printing Press Mfg. Co.	567	Heilmuth, Charles.	663	Premier Register Table Co.	663
Barnhart Bros. & Spindler.	576	Hewitt, C. B., & Bros.	660	Print-Aid Co.	665
Barrett Bindery Co.	665	Hickok, W. O., Mfg. Co.	554	Printasign Co.	591
Barton Mfg. Co.	676	Horton Mfg. Co.	577	Printing Art	665
Bingham Bros. Co.	Facing page 592	Howard Paper Co.	649	Ramsaier, Gus, Co.	676
Bingham's, Sam'l Son Mfg. Co.	566	Ideal Coated Paper Co.	679	Regina Co.	674
Blatchford, E. W., Co.	676	Indiana Chemical & Mfg. Co.	579	Revolator Co.	661
Blomgren Bros. & Co.	666	International Association of Electrotypes.	570-571	Rich & McLean.	588-589
Brackett Stripping Machine Co.	581	International Electric Co.	663	Rouse, H. B., & Co.	586
Brower, A. T. H., Co.	666	Jaenecke-Ault Co.	591	Royal Electrotypes Co.	560-561
Brown, Geo. H.	669	Johnson Perfection Burner Co.	674	Schwab & Wolf.	665
Bunn, B. H., & Co.	669	Jones, Samuel, & Co.	659	Scott, Walter, & Co.	644
Butler, J. W., Paper Co.	558	Kameo Corporation.	676	Seybold Machine Co.	671
Cabot, Godfrey L.	674	Kastens, Henry.	674	Sheridan, T. W. & C. B., Co.	564
Campbell Printing Press Repair Parts Co.	676	Kidder Press Co.	577	Sinclair & Valentine Co.	678
Carey, The Phillip, Co.	662	Kimble Electric Co.	678	Sprague Electric Works.	591
Carmichael Blanket Co.	587	King, Albert B., & Co.	674	Stafford Engraving Co.	669
Casper Gripper Co.	572	Kramer Woodworking Co., Inc.	569	Sterling Engraving Co.	670
Challenge Machinery Co.	558	Laclede Mfg. Co.	675	Thompson Type Machine Co.	673
Chandler & Price Co.	575	LaMonte, George, & Son.	661	Ticonderoga Pulp & Paper Co.	671
Christensen Machine Co.	572	Langston Monotype Machine Co.	Cover	Toronto Type Foundry Co.	582, 583
Clements Paper Co.	671	La Societe Omnia.	584	Turner, Gene.	674
Cleveland Folding Machine Co.	559	Latham Automatic Registering Co.	675	Typodex Co.	669
Colonial Co.	676	Latham Machinery Co.	583	Ullman, Sigmund, Co.	568
Conner, Fendler & Co.	674	Lee Hardware Co.	573	Unique Steel Block Co.	554
Crane, Z. & W. M.	680	Linograph Co.	556	United Printing Machinery Co.	573
Crescent Engraving Co.	662	McCain Bros. Mfg. Co.	670	United Typothetas of America.	659
Cromwell Paper Co.	Cover	McGrath Engraving Co.	667	Walker Bros.	650
Dexter, C. H., & Sons.	666	Master Machines Corporation.	580	Want Advertisements.	641
Dexter Folder Co.	555	Matrix Ruled Form & Tabular Co.	578	Warren, S. D., Co.	648
Dick, Rev. Robt., Estate.	667	Megill, Edw. L.	641	Weidenmiller Die Mfg. Co.	674
Dinse, Page & Co.	667	Meisel Press Mfg. Co.	581	Wesel, F., Mfg. Co.	586
Dorman, J. F. W., Co.	676	Mergenthaler Linotype Co.	Cover	Western States Envelope Co.	670
Dowd Knife Works.	557	Miehle Printing Press & Mfg. Co.	562	Westinghouse Electric & Mfg. Co.	645
DuPont Fabrikoid Co.	Insert	Miller Saw-Trimmer Co.	574	Weston, Byron, Co.	661
Durant Mfg. Co.	674	Mittag & Volger.	676	West Virginia Pulp & Paper Co.	Insert
Eagle Engineering Co.	676	Mohr Lino-Saw Co.	662	Whitaker Paper Co.	651
Eagle Printing Ink Co.	676	Monitor Controller Co.	663	White, James, Paper Co.	554
Eastern Mfg. Co.	653	Morgan Expansion Roller Truck Co.	667	Wiggins, John B., Co.	671
Embossograph Process Co.	643			Wing's, Chauncey, Sons.	665
Empire Type Foundry.	674				
Engdahl Bindery.	676				
Esleek Mfg. Co.	675				

Please Mention THE INLAND PRINTER When Writing to Advertisers.

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AGE
674

661
576
674
666
661

645

671
642
676
565
652
663
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TYPOGRAPHY

MODEL 14 LINOTYPE
may be equipped with
either one, two, or three
magazines with auxiliary



It is the "think" that counts in everything;
put the same thought into your Linotype
composition that you put into hand composi-
tion and you will be astonished at the result.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N.Y.

SAN FRANCISCO CHICAGO NEW ORLEANS
Canadian Linotype Limited, Toronto

This Advertisement, Including Border Ornaments, Is Composed Entirely of Linotype Material.